

Development and marketing of integrated concepts for energy efficient and sustainable retrofitting of social housing www.rosh-project.eu

survey on training needs for tenants

Definition of training needs and training concepts for the tenants involvement

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Via Carlo Poerio 39, I – 20129 Milano

Tel.: ++39 / 02 / 27744-1, Fax: ++39 / 02 / 27744-222

E-Mail: info@ambienteitalia.it, Web: www.ambienteitalia.it

Author: Chiara Wolter, Roberta Castri, Marta Battaglia, Ambiente Italia srl

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IEE-Project ROSH

Project-Coordination: Gabi Schlichtmann and Erika Villa, Target GmbH (DE)

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ROSH – Retrofitting of Social Housing – is a European co-operation project for the development and marketing of integrated concepts for energy efficient and sustainable retrofitting of social housing. For further information on the project or on products of the project see:

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1. the survey: introduction

Energy-saving is becoming an increasingly important issue for policy-makers and the residential and construction sector. However, without changes in the way consumers use energy, a sustainable management of our energy resources is not possible. In fact, spreading sustainable energy use across Europe is no longer a question of major research efforts, but, above all, of raising awareness. There is an urgent need to convince consumers about the benefits of sustainable energy production and use (Sustainable Energy Europe, EC 2005).

The survey carried out by ROSH thus interviewed tenants residing in the buildings taking part in the project, in order to understand the structural characteristics of the buildings, as well as tenants' level of awareness on issues such as energy efficiency, energy consumption and production. Findings serve as background information to develop a training and communication programme for tenants on sustainable energy use and retrofitting measures. As for the expected retrofitting measures to be carried out within the ROSH project, tenants have the right to be involved in issues concerning them. The idea is that awareness-raising and education can help stimulate active and informed involvement. This in turn strengthens co-operation between the various stakeholders involved in refurbishment and leads to better results.

The involved tenants aren't a representative of the social housing tenants neither of the inhabitants of their country.

Ultimate aim of WP4 is to influence attitudes and social norms of social housing communities in such a way as to promote a behaviour which is compliant with an efficient and environment-friendly use of energy resources and to stimulate social pressure towards sound and sustainable policies. The interviews were made from the partner of the ROSH consortium, and in some cases there is more than one interviewing entity in the same country. As the locations are quite different, we preferred to let the sample separated. Beside you can find the partner and the country listed.

partner	country
target Gmbh	Germany
AKNDS	Germany
IFB	Germany
BAPE	Poland
ATC-Asti	Italy
ATC-Novara	Italy
CODEMA	Ireland
GEA	Austria

2. information on target groups involved

IRELAND

Codema interviewed residents of a senior citizen complex. The residents are living in one-bed room flats which are adequate for their needs, however, would be smaller than the typical social housing flat. The flat complex is well maintained and the senior citizens have a close relationship with the management. Residents here are mainly concerned with the cost of heating rather than environmental issues. In saying this however, they understand that by being energy efficient in their home they can save energy. However, senior citizens have a requirement for higher indoor temperatures and therefore they are unsure on how to maintain their thermal comfort but be energy efficient.

Codema also interviewed residents from another complex which was refurbished recently and many residents conveyed that they found their homes easy to heat. There was an estate office on site which is run by the local authority and while the relation between the residents and the estate office appear good, the relationship is not as trusting as the senior citizen complex. Again, their main concern for residents was cost of heating. There was a mixture of opinion between residents as to the importance of environmental issues and it appears that some residents do not give priority to environmental issues due to other stresses or factors in their lives.

A second survey was carried out to identify the tenants' priorities and to gain a better understanding of their requirements. The priorities listed below are the result of the Dublin Survey, we list here the first 4 priorities:

1. More living space per person
2. Use of safe & non toxic material
3. More energy efficiency
4. Improved security against burglary

Ecology and water management reached position 17 of 18.

ITALY

The target group involved are on the average with the social housing population in Asti as well as in Novara. There was not particular difficulties in obtaining answers to the questionnaire. The interviewees live in flats which are scheduled for retrofitting or ready to start the renovation site. The interviewed people are mainly senior citizens.

POLAND

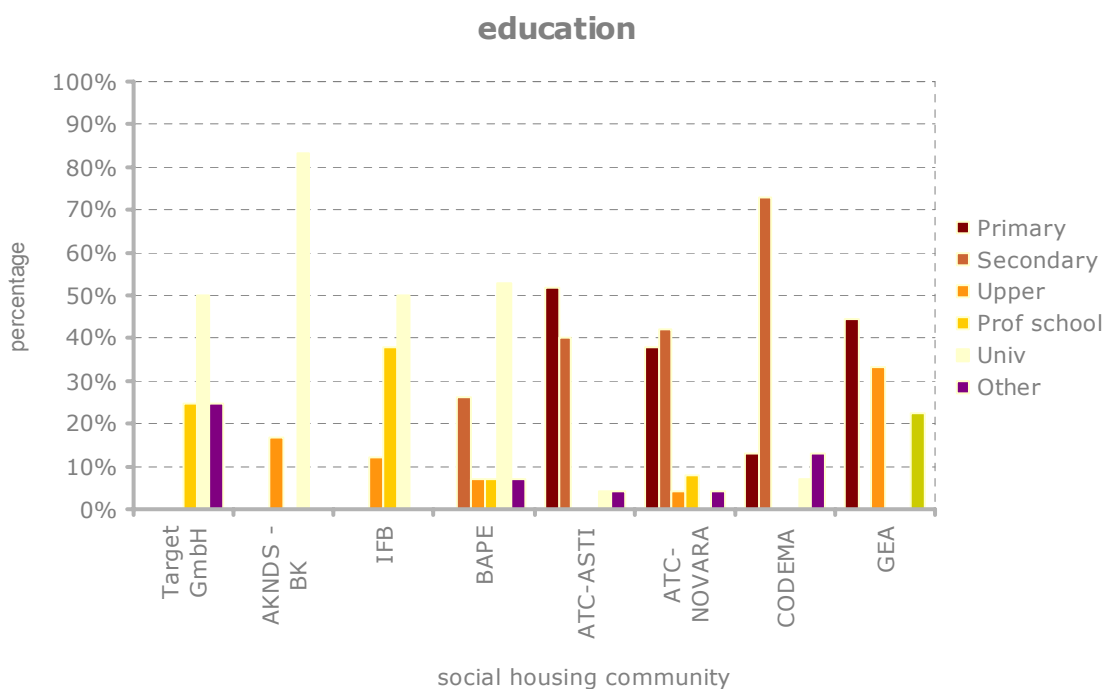
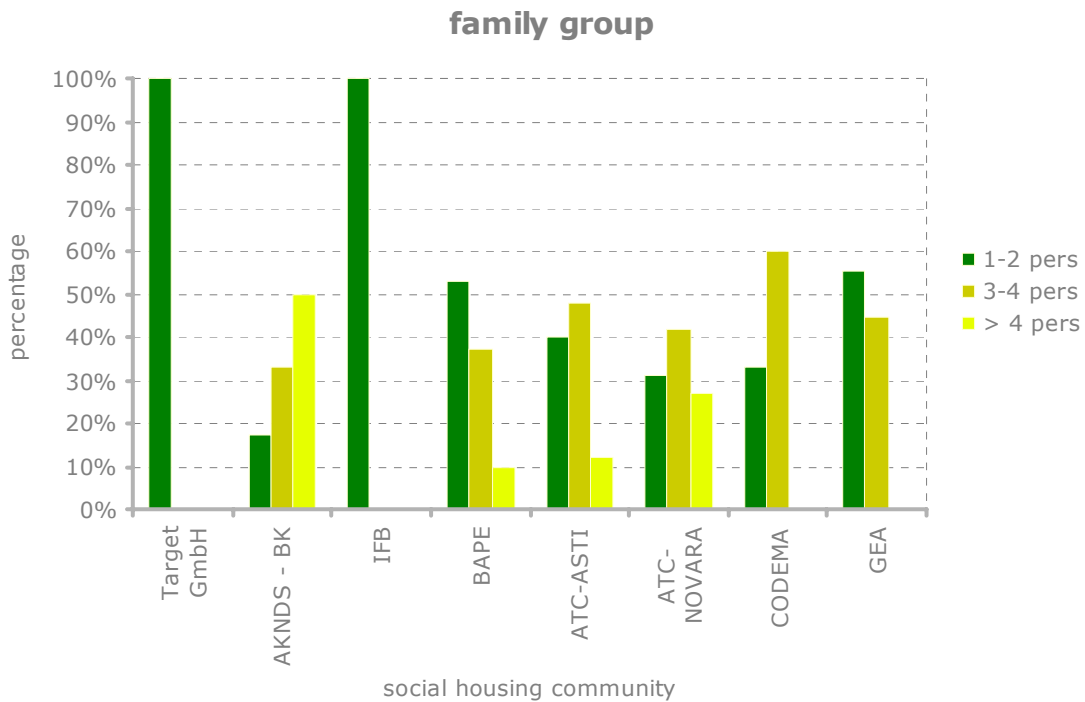
BAPE interviewed people of average income who live in flats of average size and standard. But on the other hand, interviewees are not typical - most of them are one- or two-person households because they are single or their adult children have moved out and the survey was conducted among people with higher education which results in their higher than average awareness of energy saving issues.

The interviewees live in blocks of flats mostly built from sixties to 1994, typical for the socialist era in Poland. The data is only for this group because it was the only available one (people agreed to be interviewed), but, on the other hand, the obtained data relate to buildings of various location.

3. tenants' background

The number of people per family group interviewed is very variable. In Italy and Ireland, case studies register a higher number of family groups made of 3-4 persons, followed by family groups of 1-2 persons. In Germany and Poland family groups interviewed are mainly made up of 1-2 persons, except for the case of AKNDS. Here, tenants share the flat between >4 persons.

Again, in Germany, Austria and Poland the educational level of tenants is high: most hold a university degree. In Italy and Ireland, on the other hand, the main educational level is primary and/or secondary school.



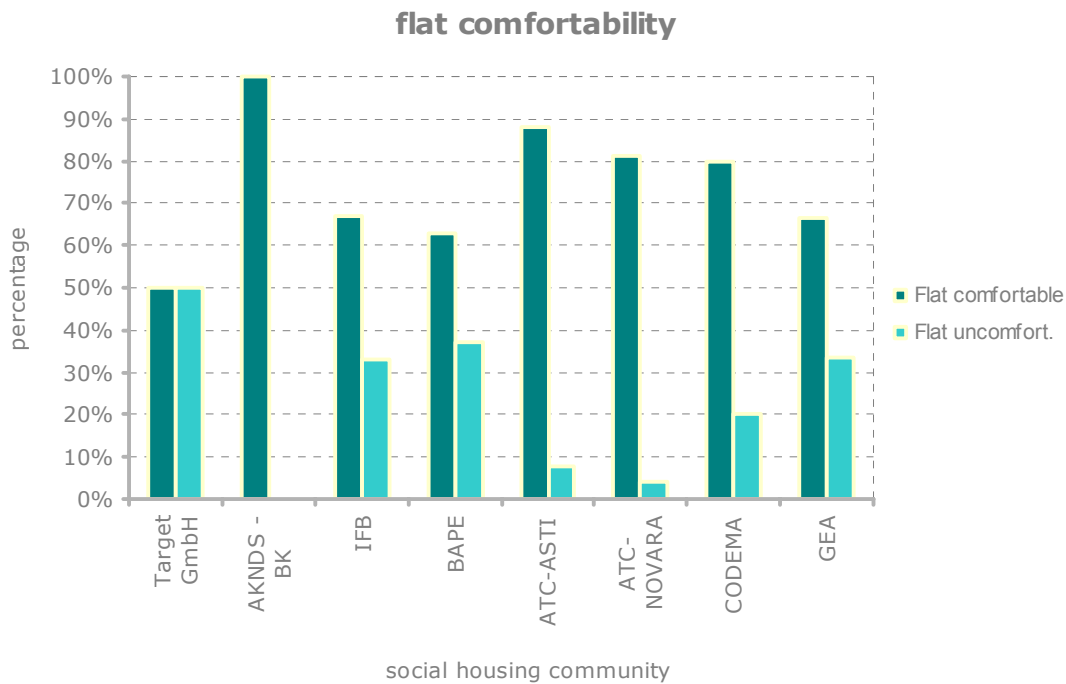
comments

POLAND

High level of tenant education and low number of people per family in Poland is typical only for chosen group of interviewees. Average Polish family is three- or four-person. The interviewees live in flats mostly built from sixties to 1994, which flats are rather small (one or two rooms + kitchen + bathroom). Statistical number of inhabitants in small flats in Poland is 2,5 persons..

4. home comfort

Overall, tenants interviewed for this survey are rather satisfied with their homes: the majority of them states that their flat is adequate. Nevertheless, home comfort is such an essential component of daily life quality that negative comments received from tenants cannot be underestimated. Table 2.1 quotes reasons given by tenants for judging their flat uncomfortable. Comments made reflect both structural problems of the buildings (e.g. thermal insulation, air drafts) and social aspects (e.g. unfriendly neighbourhood, poverty, ugly buildings).



REASONS

- more/better maintenance of the building, improve shutters, reduce air drafts (ATC Asti)
- bathroom too old, bathroom only with shower, no bathtub, old windows, house with no atmosphere (TARGET)
- flat is cold, too small, neighbourhood is unfriendly (IFB)
- bad ventilation, bad acoustic insulation, bad thermal insulation, inadequate heating, small floor area, no balcony, no hot water, no lift, because of poverty, ugly building made of monolithic concrete (BAPE)

Table 2.1 reasons why tenants consider their flat uncomfortable

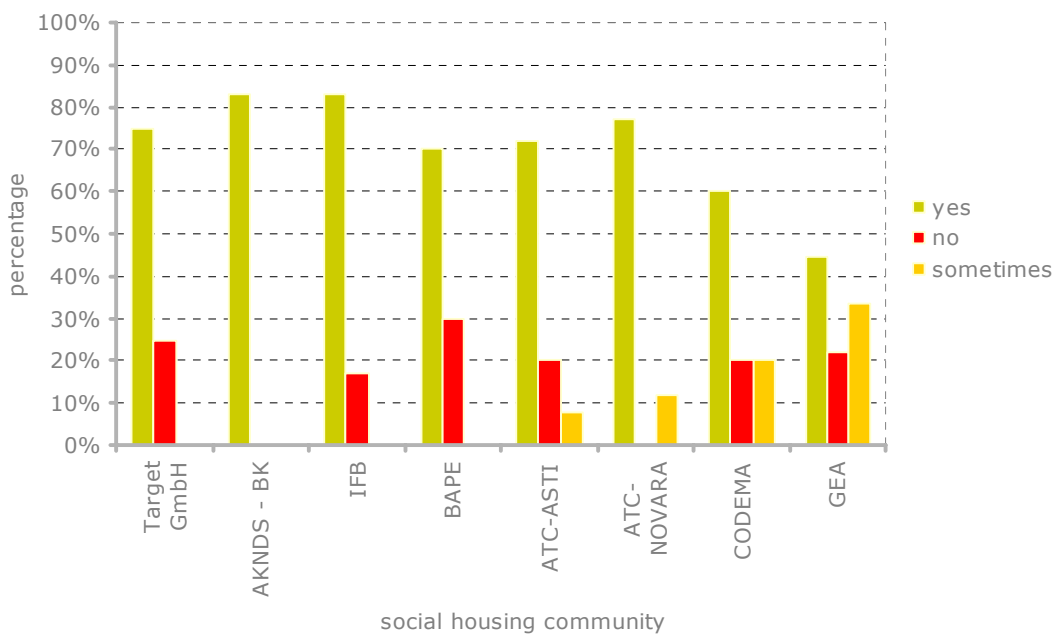
RECOMANDATION

- more/better management, more/better maintenance (ATC Novara)
- better insulation, acoustic sound proofing, lifts (CODEMA)
- new bathtub (the existing one is too small and too high), satellite, new bath and windows, bathtub instead of shower (TARGET)
- Thermal insulation, energy-saving, modernise, larger window in the kitchen, ensure double glass windows everywhere, put on sale or Erbpacht (AKNDS)

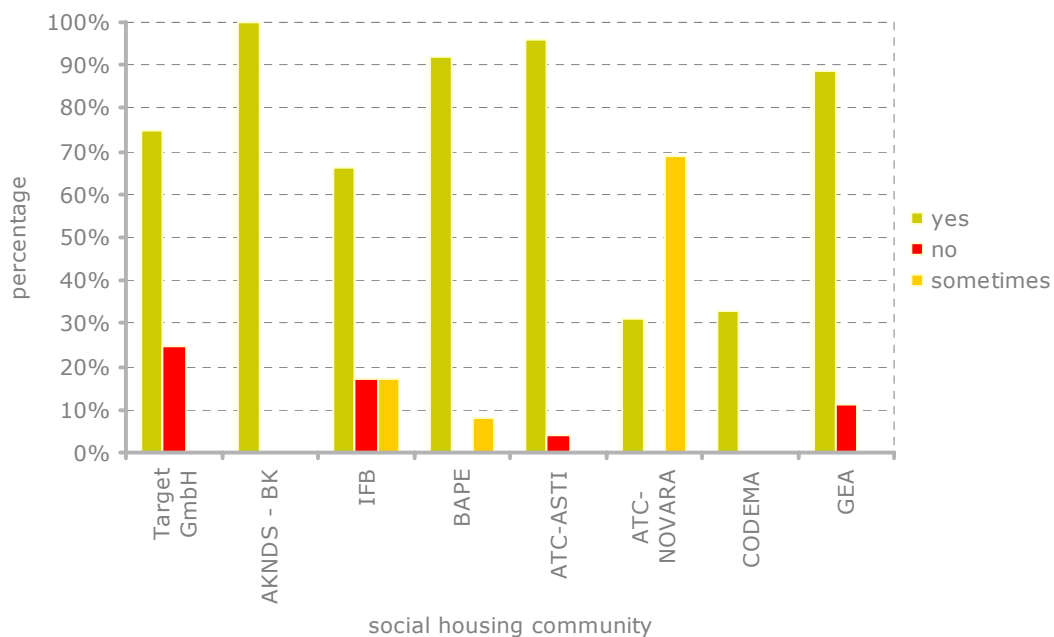
Table 2.2 recommendations/suggestions for improving flats

At this point, tenants were also asked whether temperatures of their dwellings were adequate respectively in winter and summer, and whether they make use of an air conditioning system. In regards to winter temperatures, most tenants seem to be satisfied. Those complaining, however, mainly list problems of thermal insulation, no air tightness and bad functioning of the heating system. As for temperatures in summer, again, only a minority of tenants complains: lack of shade and bad thermal insulation are the reasons given. Consequently, most tenants do not make use of air conditioning systems. ATC Novara represents the one case where tenants seem sometimes to suffer from inadequate summer temperatures and, as a result, registers the highest percentage of tenants using air conditioning systems.

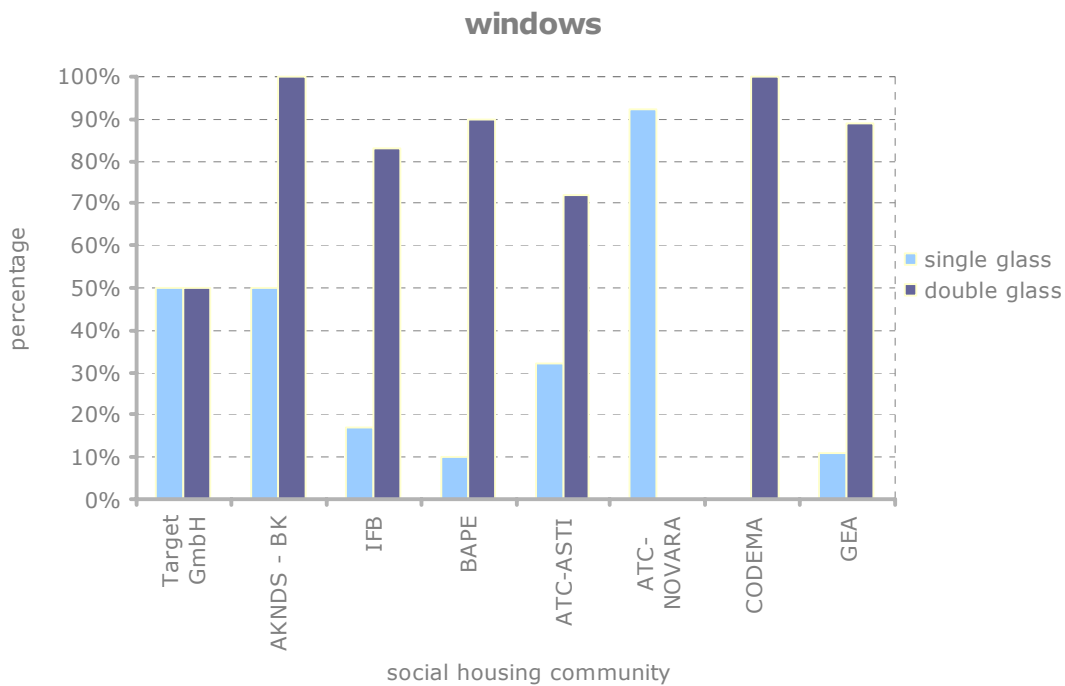
adequate winter temperature



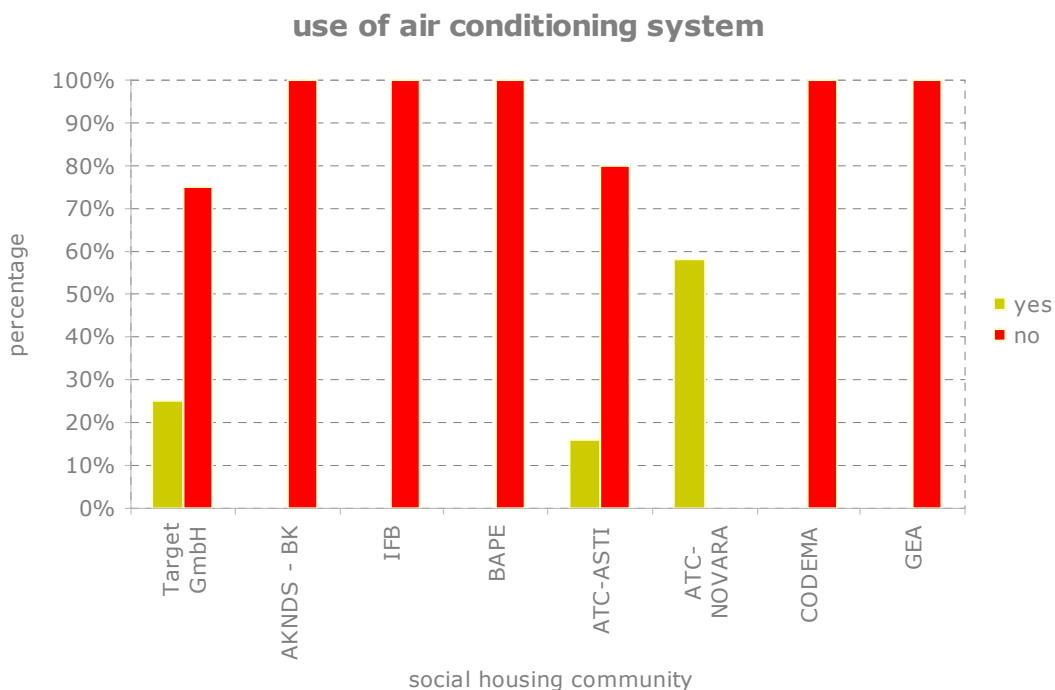
adequate summer temperature



In most cases, flats are equipped with double glass windows. Nevertheless, there are also some situations where single glass windows still exist. For instance, ATC Novara reveals buildings with no double glass windows at all. AKNDS, on the other hand, includes flats which are partially equipped with double glass windows and partially with single glass windows. Interesting to notice is the fact that in the case of IFB, flats with double glass windows seem to be the ones which are privately owned, while those equipped with single glass windows are public property flats. As for the other case studies, no evident correlation is possible. Most flats are public property. Poland, has the particularity of having mainly privately owned flats, followed by cooperative ownerships. In Poland all these flats was public or owned by housing cooperative



before.



In Austria the ratio between people happy and unhappy with the ambient (?) winter temperature is very low: but all the interviewed persons state as preferred indoor temperature 22 °C, which is normally high.

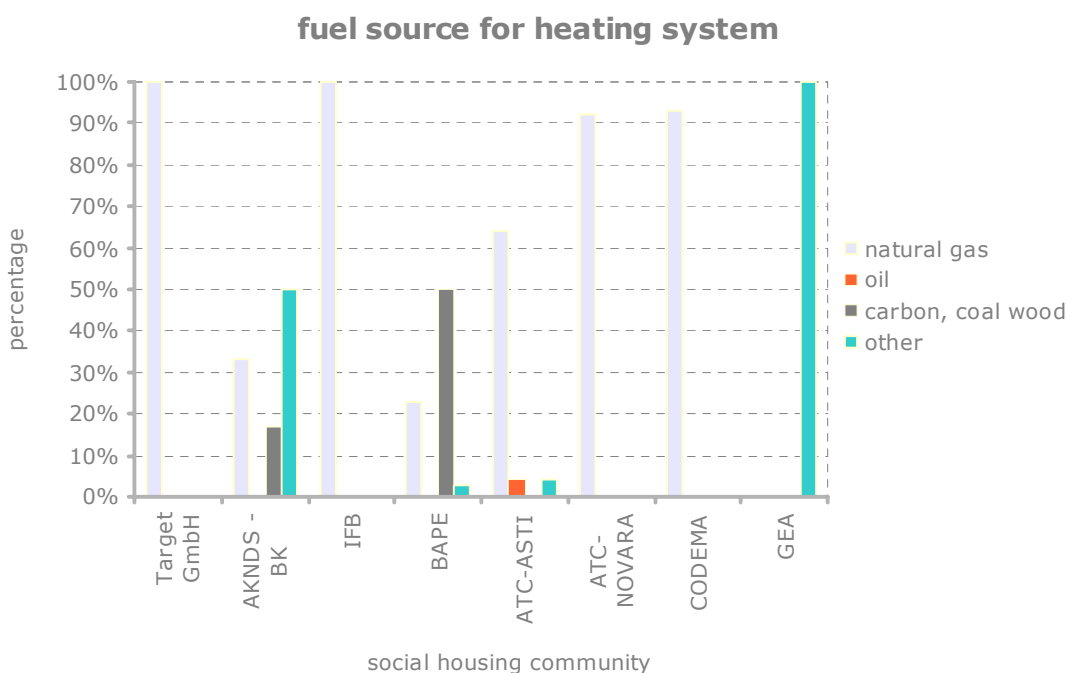
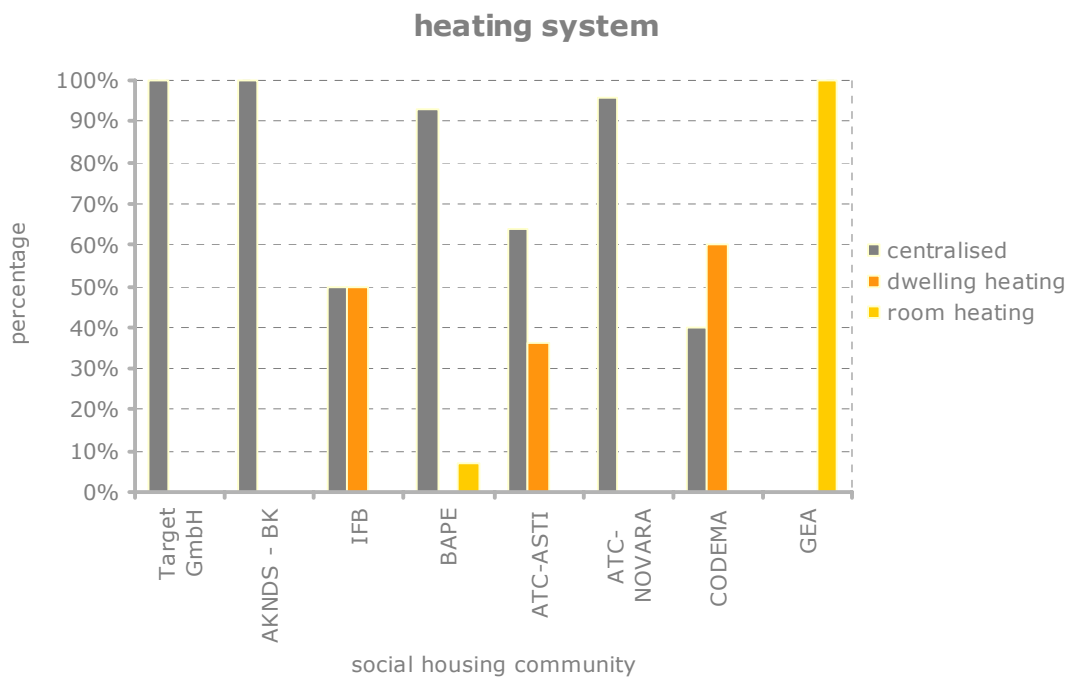
main aims of the training and communication programme

- Ensure a mixed training session, where end-users (tenants), decision-makers (social welfare office), public and private interest groups (installers, architects etc.) “learn together”: organise a “Forum” in which all stakeholders involved participate (tenants, Social Housing organisation, installers, architects, energy companies, local authorities).
- Introduce tenants to retrofitting measures and provide good practice examples in refurbishment
- ATC Novara / AKNDS-BK: ensure understanding of double glass windows.
- Explain how much energy air conditioning systems use, what alternative exist, how to use them efficiently.
- BAPE: Though most of dwellings are of own property, trainings will be addressed mostly to building administrator and then to tenants because BAPE trainings will be focused on building retrofitting.
-

5. heating system

Buildings waste a lot of energy and the biggest component of energy consumption is represented by heating and cooling. Much energy could be saved through efficient heating systems and a more sustainable behaviour of consumers.

From findings gathered through the ROSH questionnaire, most heating systems are centralised. Only the Irish case study (CODEMA) registers a higher use of dwelling heating than centralised heating systems. Austria (GEA) has only dwellings with room heating, a situation widely diffuse in the region, BAPE records one case of room heating - a minor voice, thus.

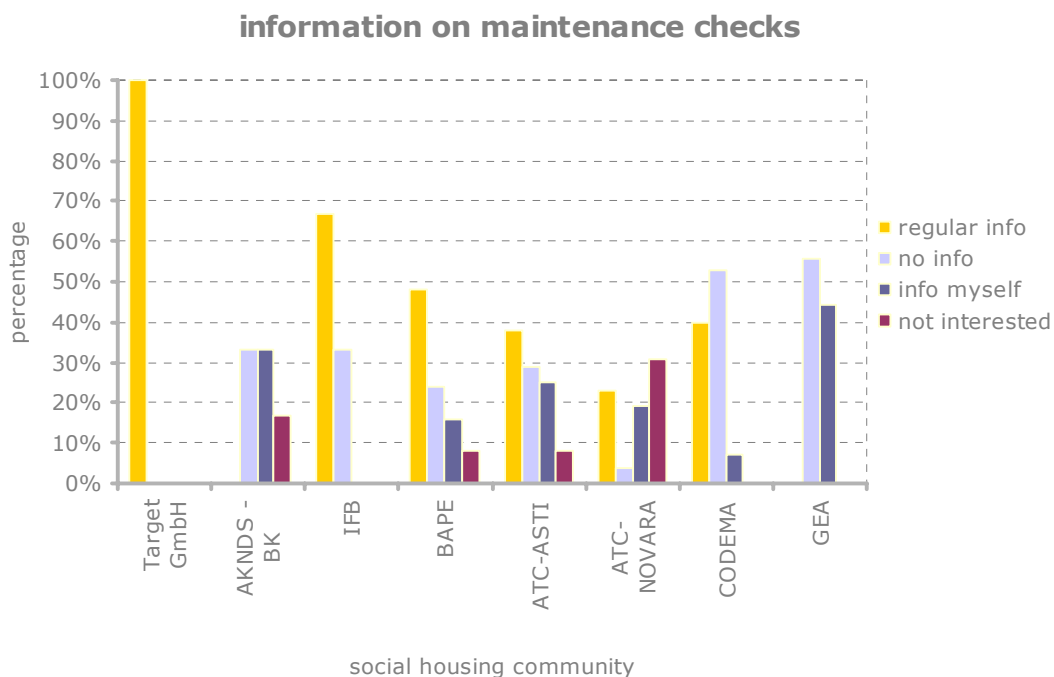


As for familiarity with the fuel source used to supply heating systems, the majority of tenants are well informed. Still, a number of tenants interviewed are unaware of it – an aspect which needs to be considered when structuring training activities on energy and energy-efficiency.

The main energy source used is natural gas in all cases, except for AKDNS and BAPE. In fact, AKDNS uses mainly “other” sources (renewables?), while the Polish counterpart still uses mainly coal: This occurs because coal is used as fuel for CHP plants. Because this option wasn't in the questionnaire, interviewees marked coal as real fuel in CHP. There may be one or two cases where coal is used in flat.

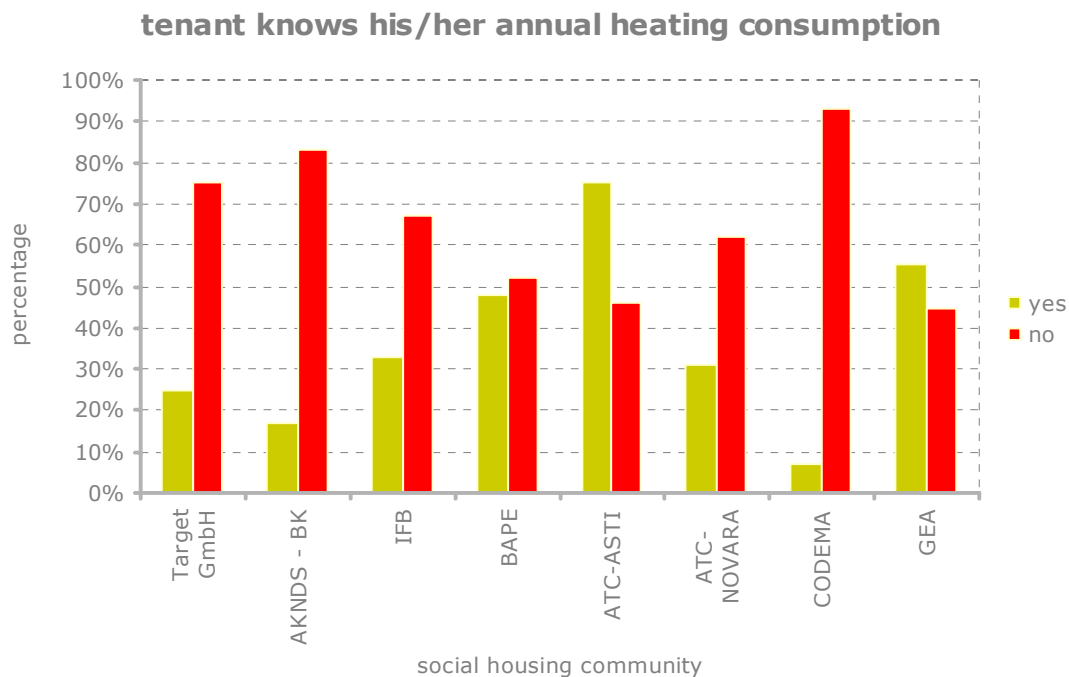
All German social housing communities have radiators which are equipped with thermostat valves, while the Irish and Italian counterparts still present cases where no thermostat valves are installed. This might indicate obsolete heating systems. Buildings surveyed by ATC Novara completely lack them. Most of flats in Poland are equipped with thermostatic valves We do not have data for Austria (no one of the interviewed persons gave an answer on this topic).

ROSH also surveyed whether tenants are provided with regular information on maintenance checks of their heating system. Of course, informing tenants is a current practice. However, findings show that it is not a uniform and regular procedure. Many tenants declare that no information is available, others point out that they take the initiative and inform themselves. There are, however, also tenants stating that they are not interested in such issues.



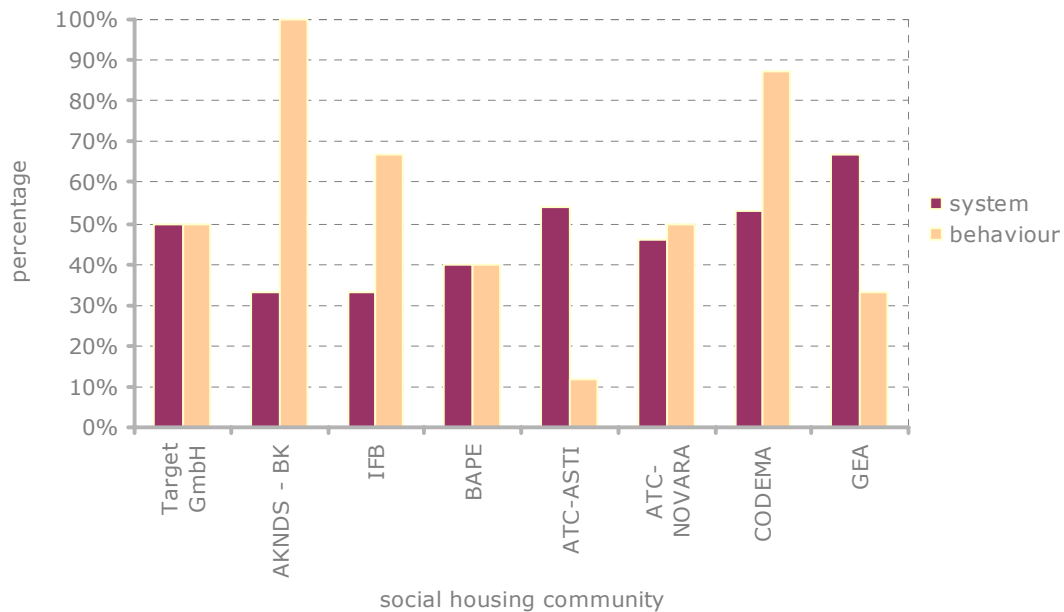
Related to this, a very interesting finding is the fact, that the majority of tenants interviewed does not know their annual heating consumption. A quite plausible explanation could be the fact that consumers only perceive consumption in economic terms, when it comes to paying bills. However, the fact of not knowing annual heating consumption probably also means not knowing annual heating expenditures. Thus, tenants may miss the logical step of relating energy-saving with money-saving. Only in Asti and in Graz it seems that tenants are partly aware of this topic.

On the other hand the cost of heat is allocated on the basis of fixed rate for a square meter of heated floor space. In this system the actual heat consumption is not known by tenants and there is no direct relation between saving heat and reduction of heat cost (and saving money). In the few systems with heat meters the displayed values do not match the actual heat consumption and they present only approximated value



However, when asked whether they think the energy performance of their heating system could be enhanced through improvements to the heating system and/or through behavioural changes, all social housing communities interviewed agree on the fact that improvements need both system maintenance and behavioural changes. In most cases, however, behaviour receives more percentages. Thus, some kind of awareness on having to change consumption behaviour is actually present in tenants (see Table 3.3). Probably this awareness derives from the fact that society as a whole is starting to realise that our production and consumption model is unsustainable. However, this type of awareness does not guarantee the passage from theory and practice. In Asti and in Graz the tenants asked give more importance to system enhancement than to behaviour changes: the motivation can be that they think, they are good enough or that the behaviour has a minimum of influence. This could be deeper checked in the tenants meetings.

heating: energy efficiency through improvements of...



HEATING SYSTEM

- install a new system, condensation boiler (IFB)
- new technologies, better thermostats (AKNDS)
- radiators are not uniformly warm and thus, should be regulated (TARGET)
- more efficiency (ATC Novara)

BEHAVIOUR

- close windows and doors when outdoor temperatures are low, turn down the heating when windows are open, lower room temperature (IFB)
- reduce lighting, save water (TARGET)
- heat less, save energy, ventilate well, switch off lights and turn down the heating when absent, use low-energy light-bulbs, turn off the Standby (AKNDS)
- turn off lights (CODEMA)

Table 3.3: improving heating performance and energy efficiency

main aims of the training and communication programme

- Typically of our consumerist society, people are often not aware of their consumption patterns but take supplies as a granted and infinite resource. Most people do not even question whether their use of resources is sustainable or not. However, such a change in attitude implies cultural and social changes – aspects which are slow and difficult to set in motion. Nevertheless, economic benefits can be a successful levy. Making tenants understand that more efficient energy use can save money, could trigger off a change in daily habits and choices of technologies and products for heating systems. This is an opportunity which the training course has to take on and launch successfully: awareness-raising and education can help stimulate active and informed involvement and helps moving from theory to practice.

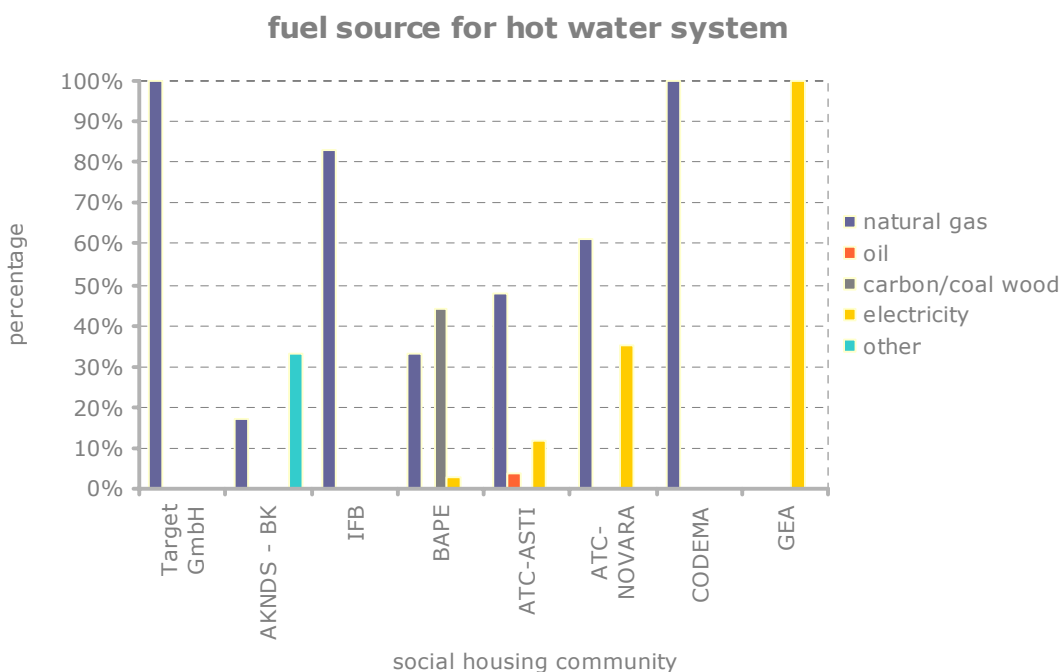
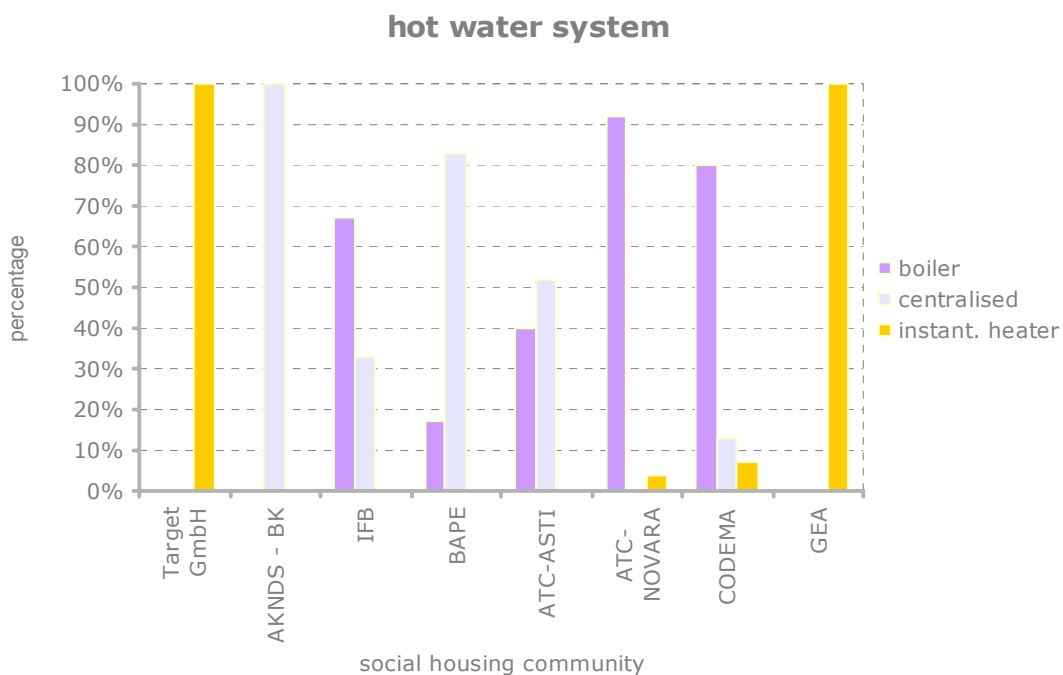
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- Many tenants claimed that they do not have thermostatic radiator valves, in fact they may have but do not know what they are or what they do.

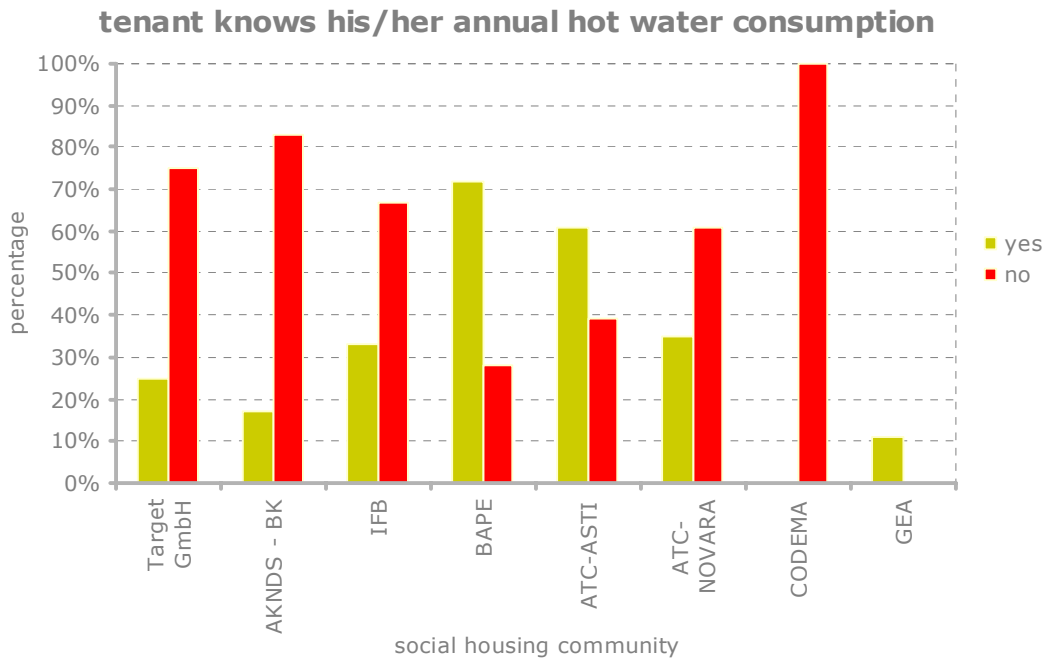
6. hot water system

In order to develop an adequate training programme on energy efficiency, some information on the hot water system of the buildings involved in the ROSH project is needed.

The majority of hot water systems are either centralised or use a boiler and the main fuel source is natural gas. Interestingly, in Poland, the main fuel source is coal (note: coal is used in CHP plants). Electricity is an option registered in Italy and Poland, while AKNDS indicates "other" sources (renewables?) supplying their hot water system. In Austria the heating systems work charging themselves during the night with electricity and giving back the heat energy during the day.

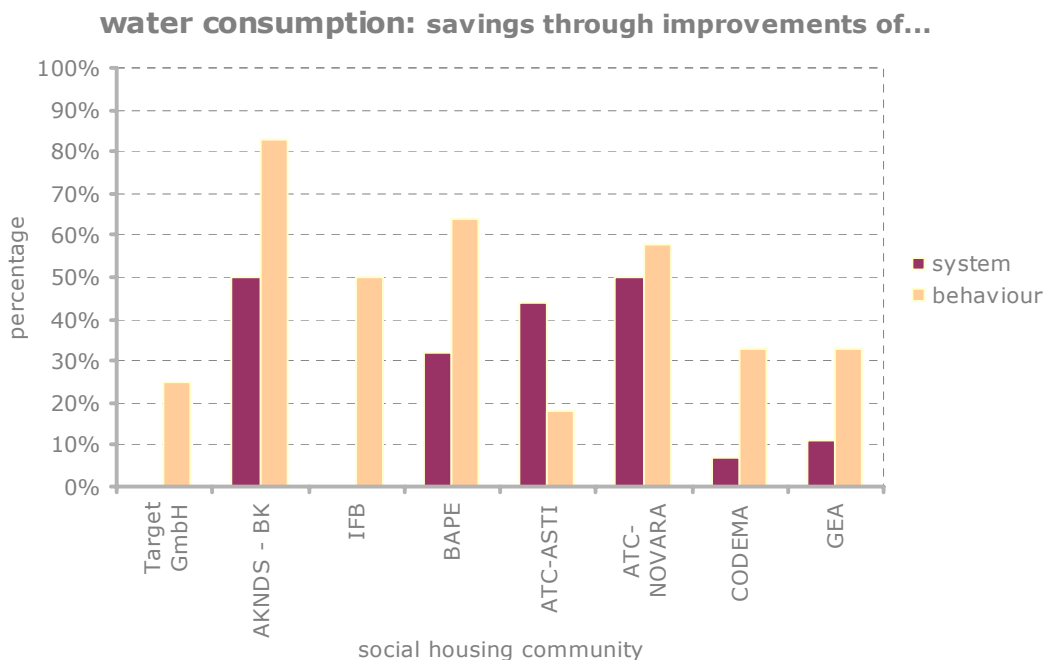


Alike answers given for annual heating consumption, most tenants do not know their annual hot water consumption. The pattern stays the same



When asked whether they think their hot water consumption could be diminished through improvements to the system and/or behavioural changes, most tenants believe in enhancement through behaviour.

Some tenants interviewed by ATC Asti, ATC Novara, CODEMA, GEA and AKNDS though, also emphasize the option of improving the system in order to improve efficiency. This kind of response might somehow indicate that the system is inefficient and/or obsolete.



However, it is difficult to interpret answers given by tenants which see behavioural changes as the main option for improving efficiency. It might be due to the fact that they are actually satisfied with the current hot water system or else, disillusioned, because too old

From the answers given by tenants on how they think their hot water system could be improved and what behavioural changes could help increase efficiency, some kind of awareness can be detected (Table 4.4). Answers, however, are rather limited.

HOT WATER SYSTEM

- new pipes, solar panel system, insulating the pipeline system (AKNDS)
- I don't know (ATC Novara)

BEHAVIOUR

- - more showers, less bath (CODEMA)
- - shorter bathing time ((TARGET)
- - water conservation, dishwasher, insulating pipeline system (AKNDS)
- - take a shower instead of a bath, short showers, use washing machine efficiently
- - avoid being wasteful (ATC Novara)

Table 4.4: Improving water conservation and energy efficiency

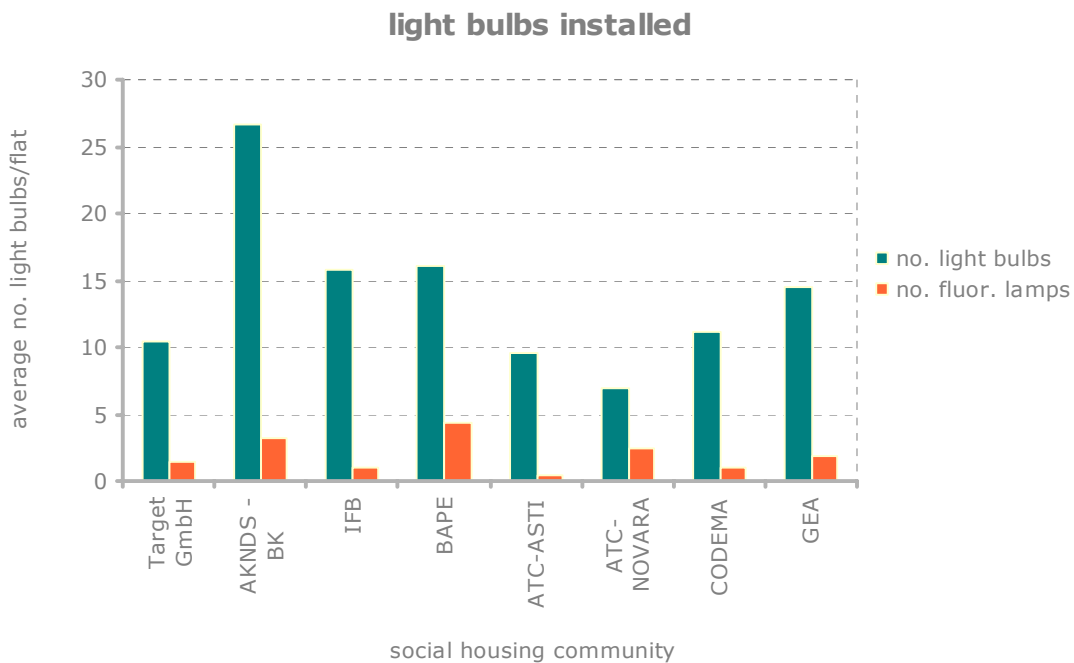
main aims of the training and communication programme

- Involve tenants into a constructive dialogue on energy optimisation and renewable energy technologies: the installation of solar panels for hot water supply could be a feasible solution in many of the case studies.
- Provide information on the importance of water conservation
- Produce material also for children/teenagers (multiplier effect)

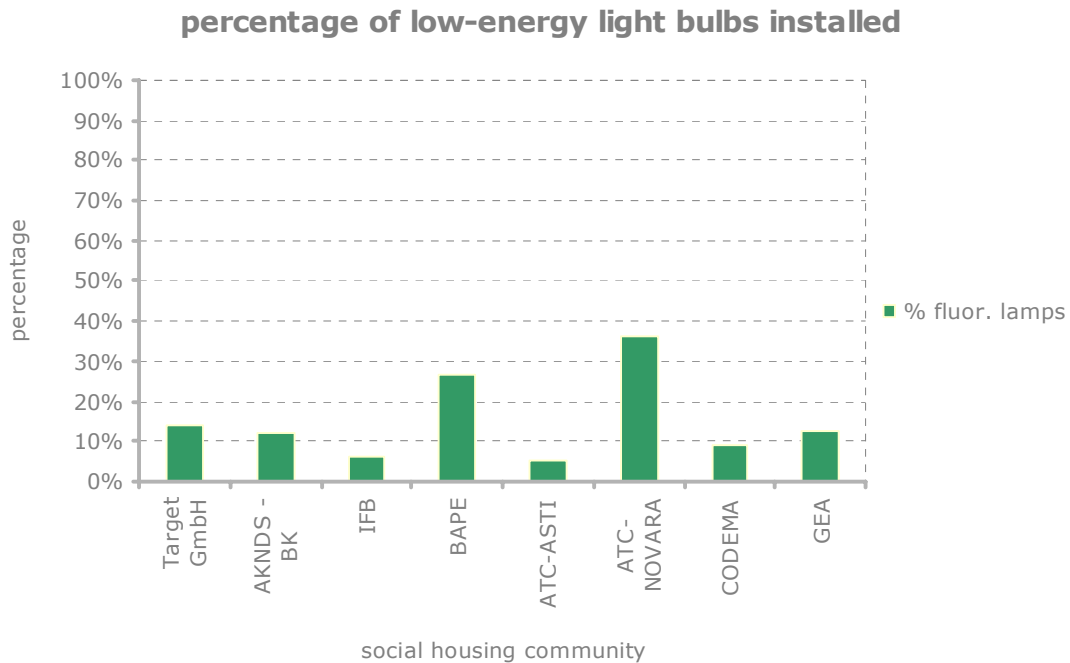
7. sustainable energy in lighting systems

Lighting represents a significant and rising share of energy use in buildings. However, on the market energy efficient technologies and products exist, which can substitute traditional lighting systems and contribute to significant energy-saving. ROSH therefore asked tenants a few questions on the issue.

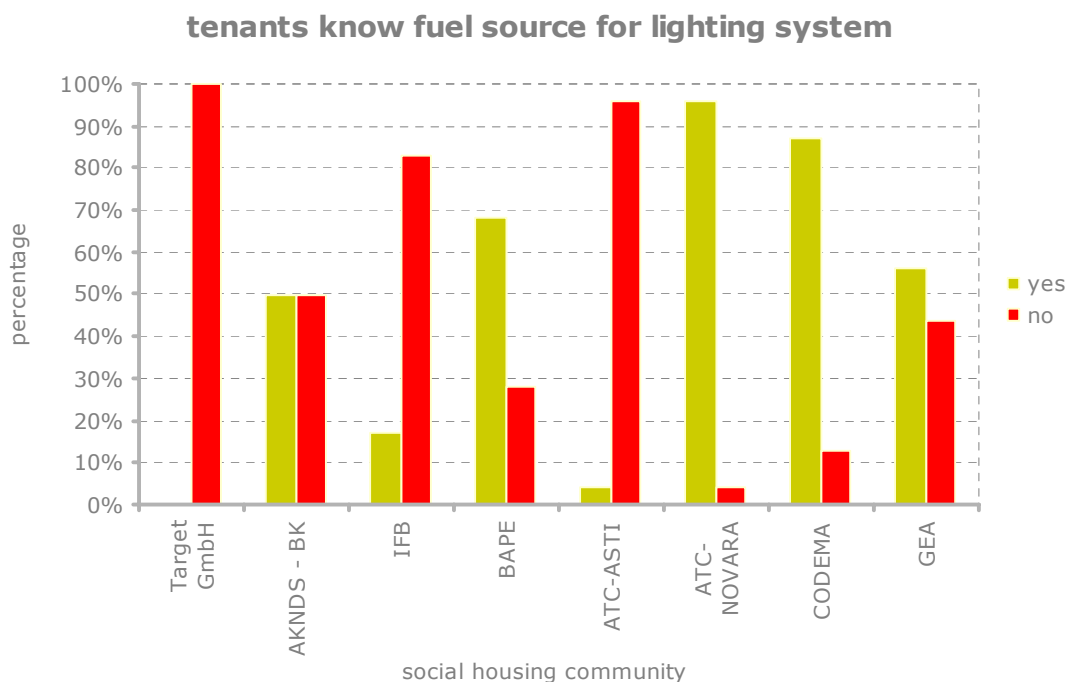
In regards to the average number of light bulbs installed in tenants' flats, answers obtained are quite disparate. AKNDS registers an exceptionally high average: 26,7 light-bulbs per flat. The others stay around an average range of approximately 10–12 light-bulbs per flat. Of course, factors influencing the number of light-bulbs installed are numerous: the number of people living in the flat, the size of the flat, the incidence of sunlight/daylight (size and number of windows, location and exposure of the building/flat). Light levels are also subject to individual perception and preference, and thus enter the private sphere. Therefore, it is extremely difficult to state the ideal number of light-bulbs per flat, according to sustainability and energy-saving criteria.



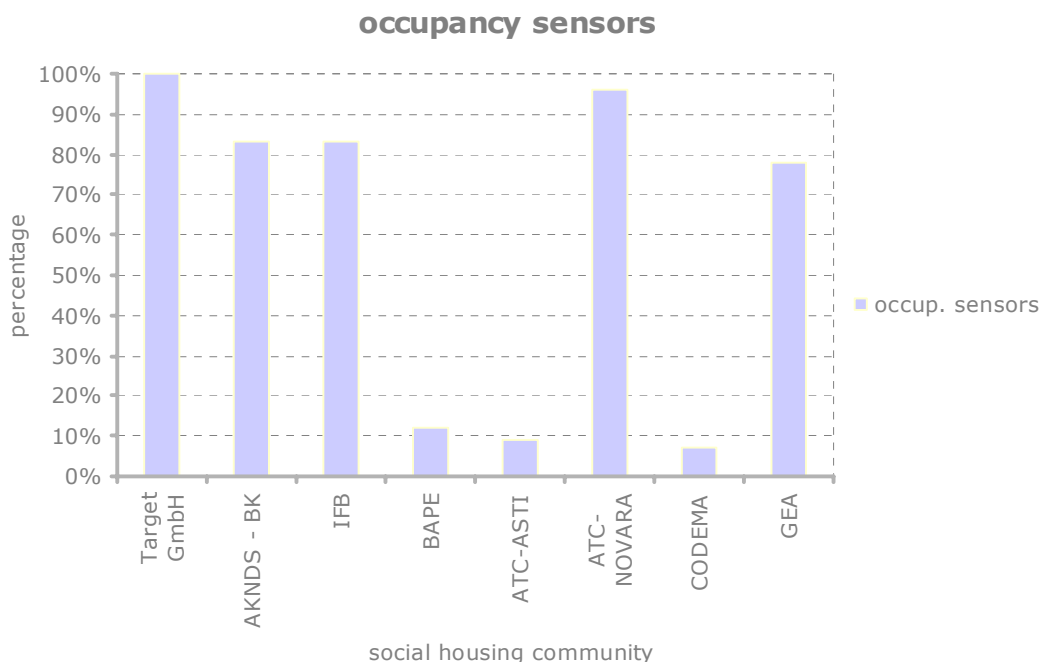
However, one can directly act on energy efficiency by substituting traditional light-bulbs with low energy light-bulbs. Unfortunately, this practice has not yet become the norm. It is spreading, but conventional light-bulbs remain the main source of lighting. ATC Asti registers an exceptional 36% of low-energy light-bulbs installed, while all other range around 10%.



When asked whether they know the fuel source which supplies their lighting system, the majority of tenants gave a negative answer. It would be interesting to find out, whether tenants, who stated to know the fuel source which supplies their lighting system, regard electricity erroneously as a primary energy source or, correctly as a vector



Fortunately, the installation of occupancy sensors in low frequency areas seems to have spread and has become a popular practice. Only ATC Asti and CODEMA seem to lag behind under this aspect.

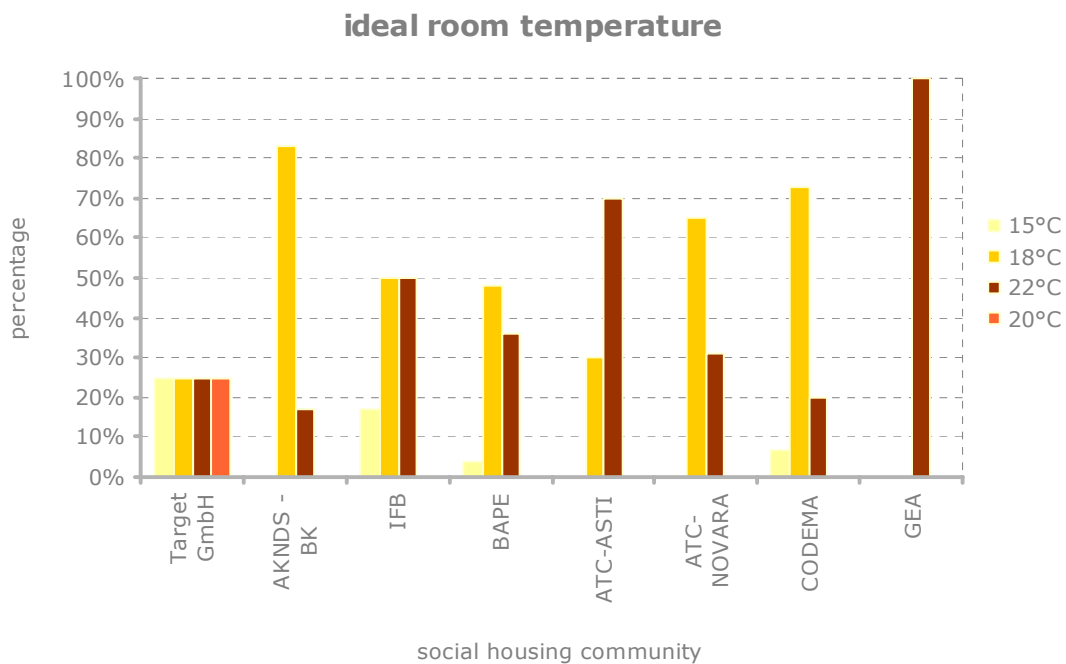


main aims of the training and communication programme

- There is a strong need to raise consumers' awareness of the economic and environmental benefits of energy efficient technology and products and adequate information can effectively contribute to the greening of the market. At the same time, however, energy-saving is very much about personal behaviour. As such, training courses proposed by ROSH represent a great opportunity for spreading useful information on such issues and for educating people towards more sustainable individual behaviour.
- Installing occupancy sensors is up to the housing administration. However, the actual presence of such equipment would have a visible and practical impact on tenants. It represents a communication potential: it would pass on a message of commitment and coherence to tenants. But tenants can play their part, too. Awareness-raising of tenants can help create the right social pressure on housing administrations towards more sustainable practices, such as equipping all buildings with occupancy sensors. Thus, one of the aims of the ROSH training courses should be to raise both tenants' and housing administrations' awareness on the importance of equipping all buildings with occupancy sensors.
- Produce material also for children/teenagers (multiplier effect)

8. ideal room temperature

Temperature and comfort are subject to individual perception. Each person has a specific level of “thermal wellbeing”. In fact, when tenants were asked to indicate their ideal room temperature, we got disparate answers. Most tenants opted for 18°C, probably as it represents a middle value. However, the tendency is to prefer warm living environments. Tenants prefer 22°C (1 tenant proposed also 20°C) to 15°C. The whole tenants in Graz and the majority of tenants interviewed by ATC Asti, for example, give highest preference to 22°C. Interestingly enough, one of the tenants interviewed by IFB made a distinction on the base of the functionality of the rooms: the bedroom should have a lower temperature than the living room. Age might also play an important role in the choices made: elderly people might tend to prefer warmer environments.



Surely, a range of “thermal wellbeing” exists, in which we all feel well. In order to be able to achieve energy-saving goals in this field, individuals must learn to select the “minimum” interval range. Furthermore, lower room temperatures are considered healthier for the human body anyway. The message which needs to be passed on to tenants therefore is: “the lower I set my ‘thermal wellbeing’, the healthier it is, the less I consume, the less I pollute, the less money I spend”.

main aims of the training and communication programme

- The message which needs to be passed on to tenants therefore is: "the lower I set my 'thermal wellbeing', the healthier it is, the less I consume, the less I pollute, the less money I spend".
- Another message which needs to be passed on to tenants is: "Don't cover radiators or heaters. Sheeted or covered heat-emitting-surfaces cannot work as efficient as if they are "free". The more they are covered, the more heating energy is needed.

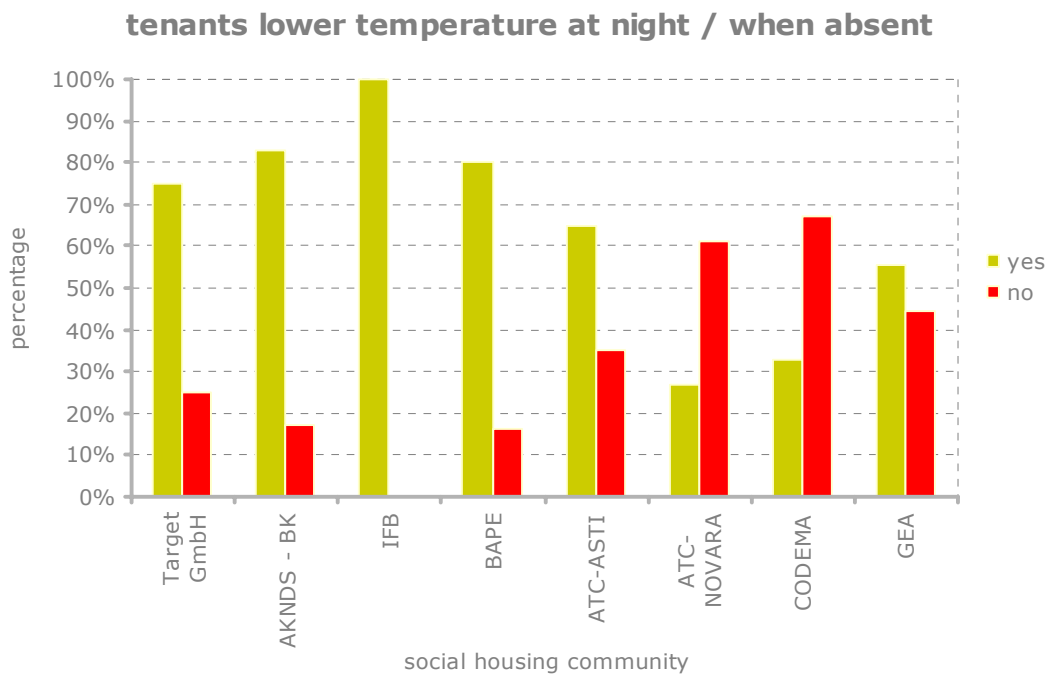
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- Does it make sense to use thermostatic valves?
- If the room temperature increases only per one degree, it causes additional energy consumption about to 6 % for heating.
- It is possible to avoid unwanted heat output by using thermostatic valves, which are able to regulate the heat emission of radiators according to existing and wanted room temperatures

9. tenants' awareness on energy-saving measures and water consumption

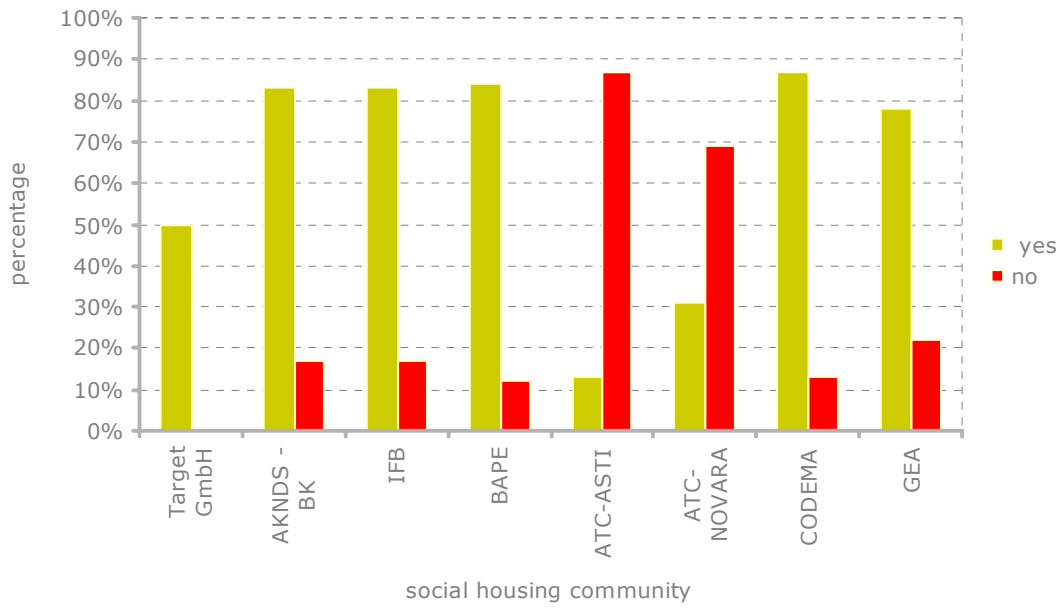
Tenants were asked some questions on energy- and water-saving technologies and behaviour in order to evaluate their level of awareness on such issues.

One gets the impression that turning down the room temperature of the radiators at night-time or when leaving the flat is linked to cultural aspects: many tenants declare to do so, however, from the data gathered, one notices that Germans and partly Austrian seem to be more aware of the importance of this practice than their Italian and Irish counterparts.

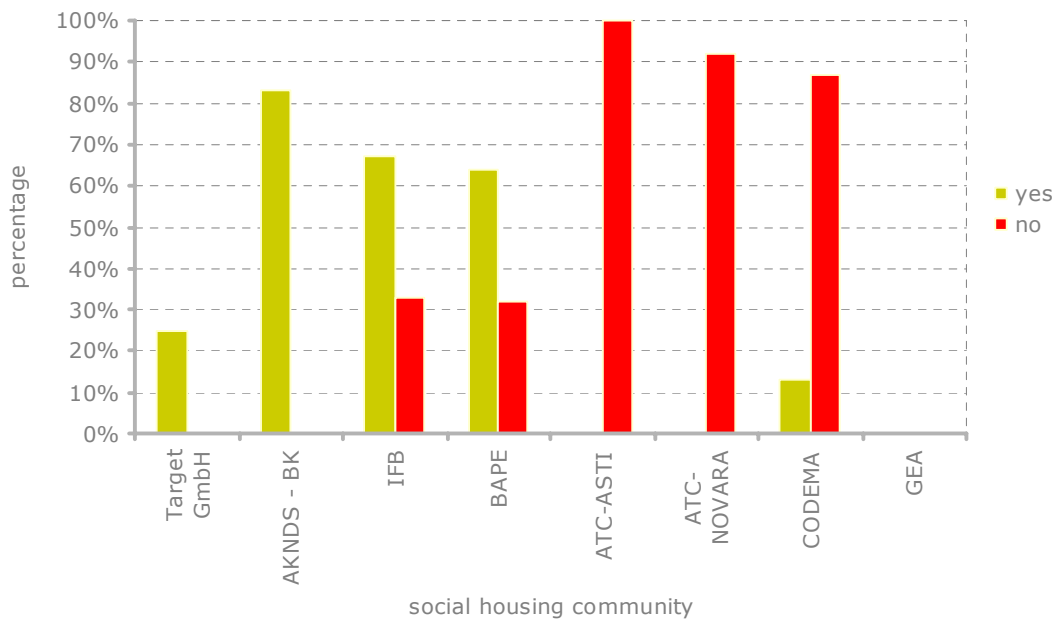


In regards to water conservation, tenants were asked whether they knew that a bath consumes 3x more water than a shower, as well as whether they had heard of water flow reducers for showers and aerators for taps. While tenants can somehow deduce a higher water consumption in taking a bath, information on water flow reducers and aerators requires a more specific knowledge. And in fact, this latter question made tenants' unawareness emerge better. Again, in both cases, Germans seem to be better informed on these issues than their Italian and Irish counterparts. In these cases awareness of Polish interviewees is on the same level as German counterpart. Data for Austria is missing.

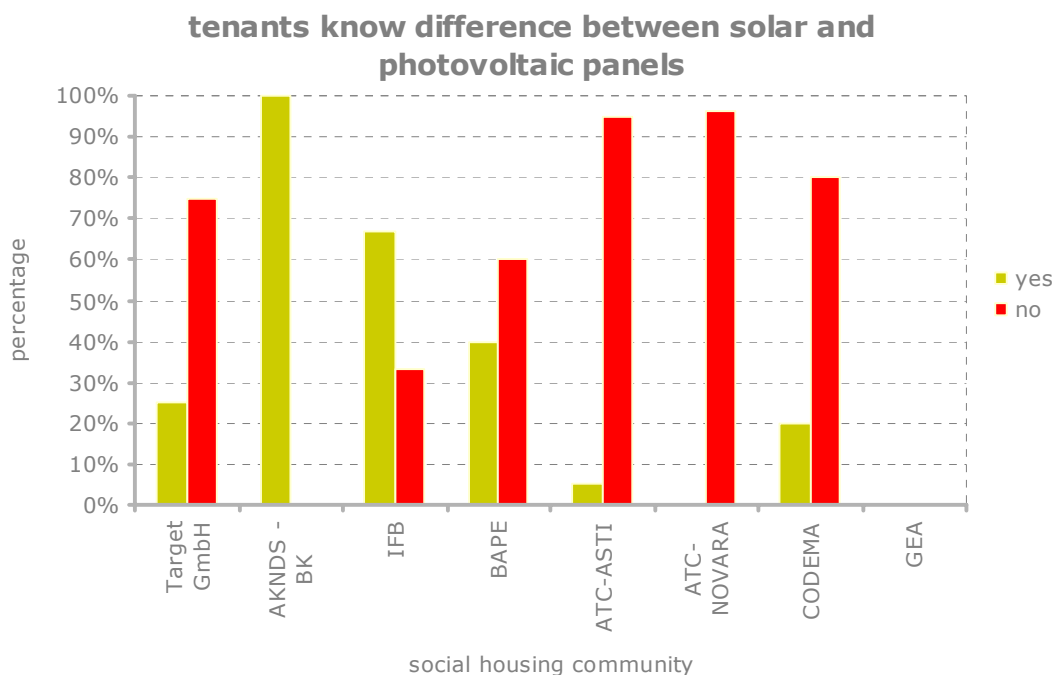
tenants know bath consumes 3x more than a shower



tenants know water reducers / aerators



Knowledge on the difference between a solar and a photovoltaic panel, too, remains a German domain. This is no surprise, considering the fact that Germany, as a country, traditionally invests much in solar and photovoltaic panels. Nevertheless, even German tenants showed more doubts in relation to this question than to the others questions. This might be due to a generational aspect: elderly people might be less acquainted to new technologies – an aspect that needs to be taken into account when structuring training courses for tenants.



Overall, findings confirm the fact that socio-cultural norms have an impact on individual behaviour. Education can raise people’s understanding and awareness of water- and energy-saving issues and can positively influence attitudes and social norms towards more sustainable practices.

Thus, the training course will have to deal with issues on water- and energy-saving technologies and behaviour. Courses, however, will have to be culture and context-specific. For those countries which are less sensitive to water- and energy-saving issues (reflecting the socio-cultural norms of the community involved), courses will have to start at the heart of the matter, addressing above all, the urgency for a more sustainable management of water and energy resources. Courses will also have to be context-specific, taking into account age and background of participants: elderly people are generally less acquainted with new technologies, independently from their level of environmental awareness.

main aims of the training and communication programme

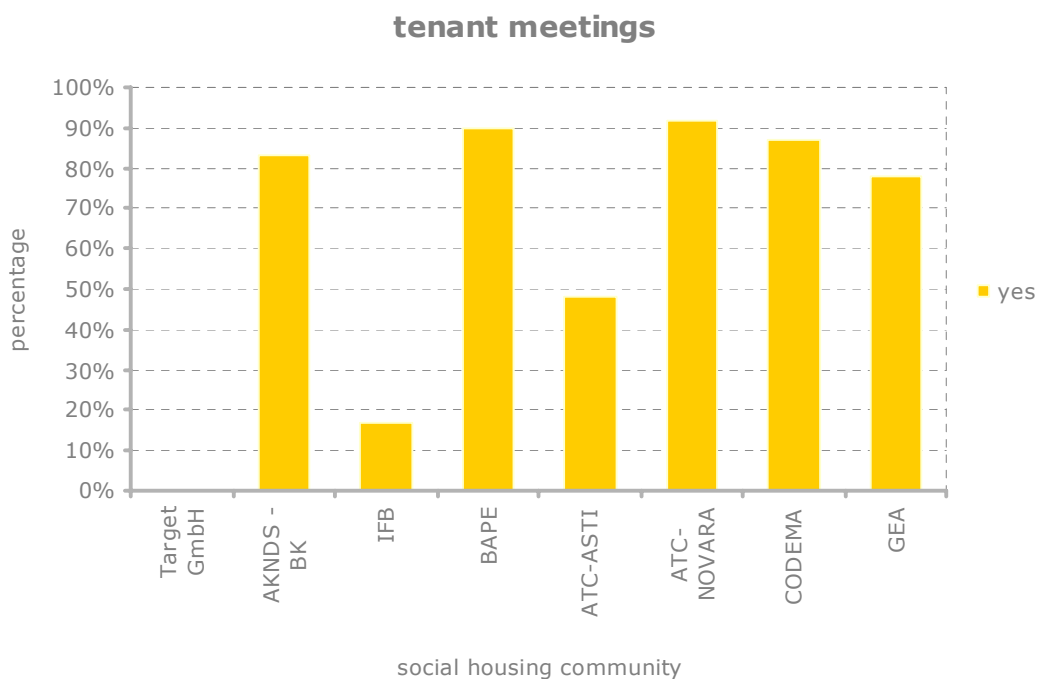
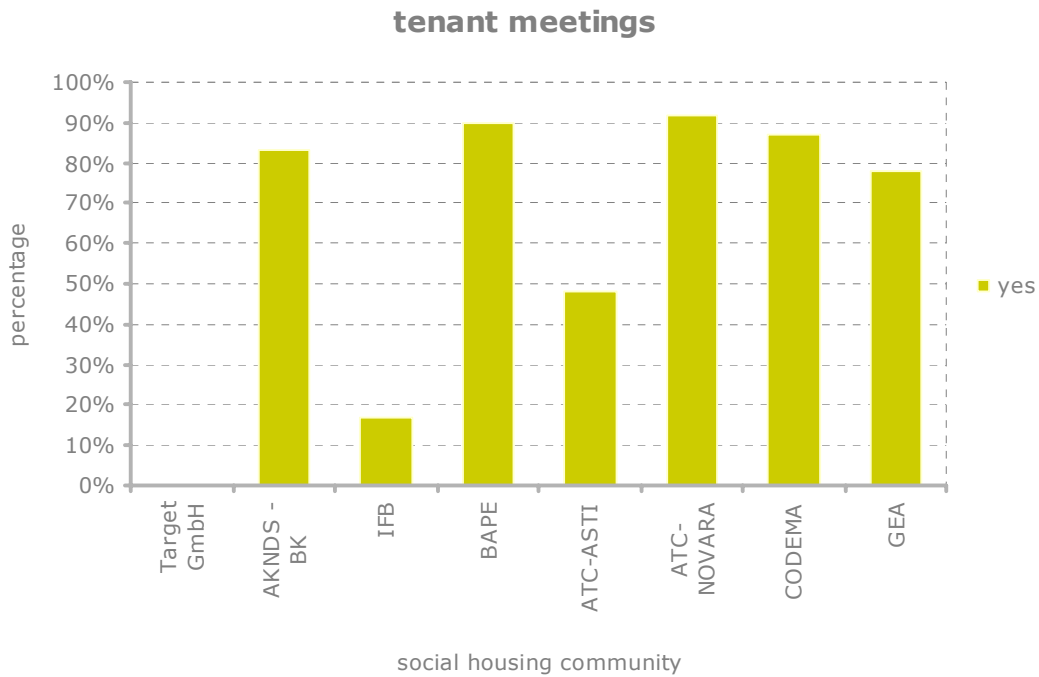
- Involve tenants into a constructive dialogue on energy optimisation and renewable energy technologies
- Elderly people might be less acquainted to new technologies – an aspect that needs to be taken into account when structuring training courses for tenants.
- Focus on money saving, climate change issues, CO2 emission reduction etc.
- Friendly, positive language, eye catching posters/notices, active lessons and awareness-raising activities
- Develop material for children/teenagers (multiplier effect)
- Organization of trainings in school to show to the children the possible activities to reduce energy consume. It would be best to prepare practical demonstrations and workshops.
- Showing tenants their own responsibility for the success of refurbishment.

comments

- Children's awareness in saving energy or water is often a better one than their parent's standard. It is possible to change general "family" habits by raising children's awareness for a "better world".
- It is very important to elucidate the users and occupants of the building, that a main part of the success of the retrofit measures is in their own area of responsibility. Ventilation behaviour, economical use of water, room temperatures, etc. contribute to the achievement of the target values. Especially in this field it is important to serve with information and awareness raising activities and to involve the tenants into the process.

10. tenant meetings

Tenant meetings seem to be a rather well-established practice; however, they are not guaranteed everywhere. Indeed, some social housing communities are not provided with such initiatives. This might reflect weak pro-active capacities and/or low organisational skills. Or else, it might be the result of bad communication and tenants might be unaware of the occurrence of these tenant meetings. Again, the fact that some communities do not organise tenant meetings may reflect some kind of indifference towards issues concerning the housing community.



Equally, tenant meetings, when organised, do not automatically imply tenants' participation, and attendance seems to be a rather variable factor: in some cases it is high, in others it is quite low. Surely time constraints can be a decisive factor in lowering tenants' participation. Even bad communication might hinder the taking place of such initiatives. Some kind of indifference towards issues concerning the housing community, too, might lower participation.

In half of the cases, tenant meetings take place and tenant participation is relatively high. However, adverse factors that need to be taken into account when planning and setting-up training courses for tenants, and which should not be underestimated, are: a possibly non-pro-active attitude, indifference, time constraints and weak communication/organisational skills. Thus, in order to guarantee a positive response to the ROSH initiative, it is important to *work towards raising a sense of community and responsibility of tenants in the first place.*

main aims of the training and communication programme

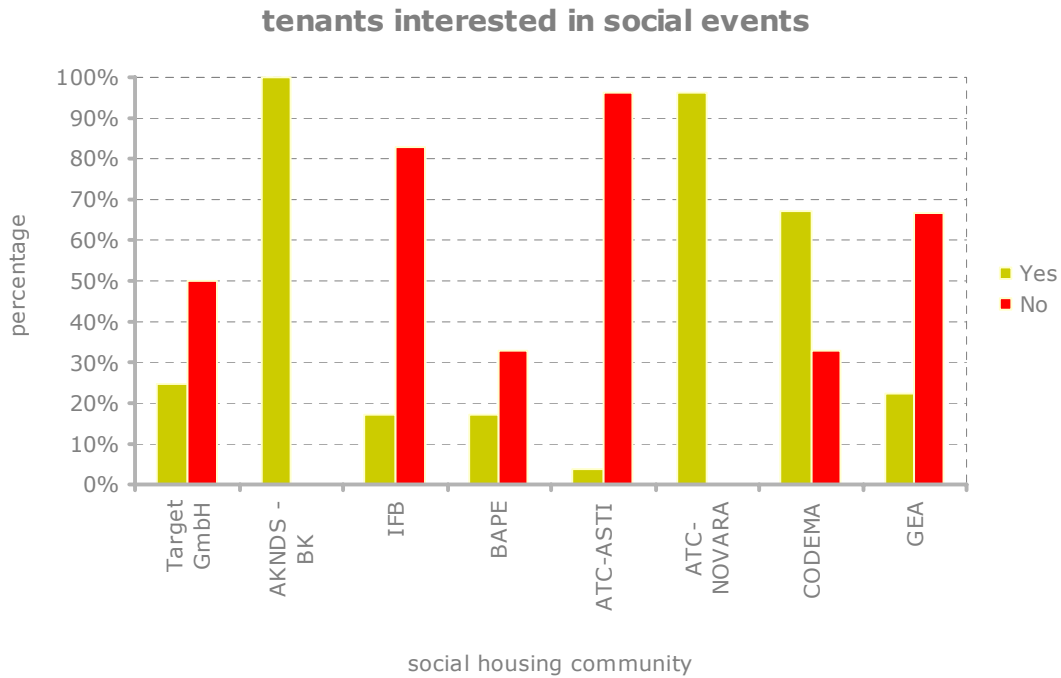
- in order to guarantee a positive response to the ROSH initiative, it is important to work towards raising a sense of community and responsibility of tenants in the first place
- To show tenants that everyone of them can influence the united surrounding (social aspects as a united community, building surroundings – polluted/or not polluted,..) in positive or negative ways of treating.
- To show tenants that they are also responsible to each other (security against housebreaking)
- To show that they could gain positive actions by turns (neighbourhood, looking after the flowers during holidays,..)
-

comments

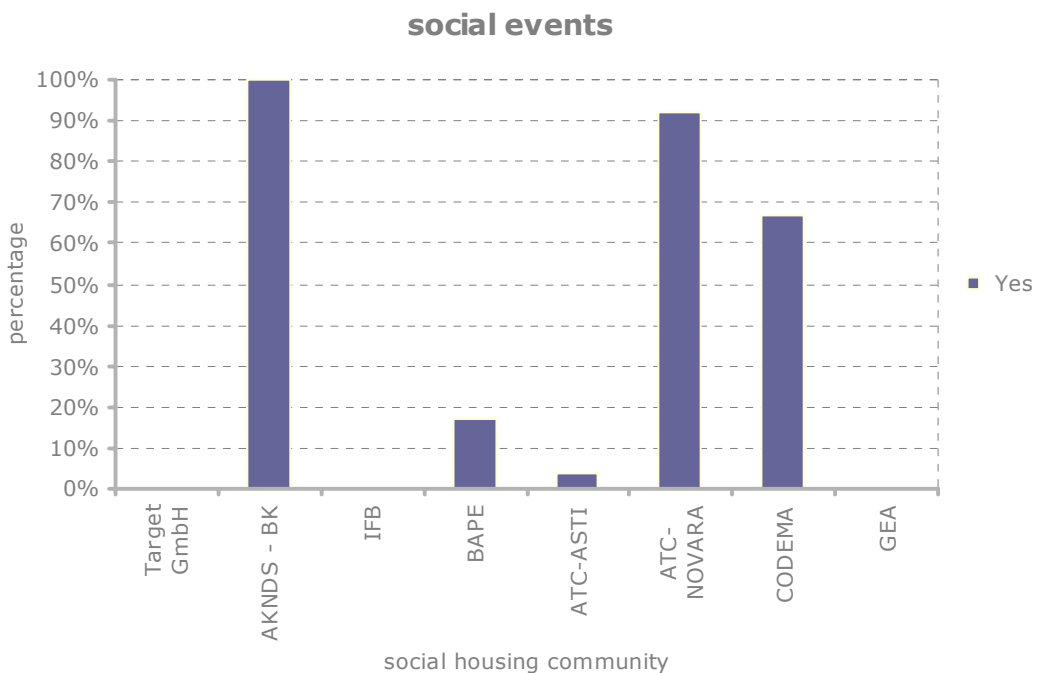
- It is very important to get a common sense among the tenants of a building unit. They live all together in one united surrounding, everybody is a part of the community and therefore everybody is able to set positive or negative actions concerning the others.

11. social events

The only two Social Housing Communities actively organising social events for tenants are AKNDS-BK and CODEMA. The other Social Housing Communities hardly propose any such initiatives. Yet, social events represent an opportunity for neighbours to mingle and to grow a sense of community.



Then again, when we look at data in order to understand tenants' appreciation of such initiatives, we find that most tenants are not interested in them, either. This lack of interest may, however, be the cause, or else, the result of the inertia registered by the Housing organisations in providing social events.



Interestingly enough, AKNDS-BK and CODEMA organise social events and actually receive high support from its tenants (BK gains 100% appreciation!). Lack of interest registered by tenants during the survey might thus change, if social events are actively supported and if they propose interesting activities. Indeed, AKNDS-BK and CODEMA seem to prove that a positive attitude is possible. Of course, time constraints of tenants also play a decisive role and need to be taken into account.

main aims of the training and communication programme

- ROSH will have to work hard on advertising future training programmes in a way as to catch tenants' attention and raise their (currently missing) curiosity. It will be of crucial importance to provide tenants with a positive experience, as this occasion might represent the one opportunity to launch tenants' engagement in community initiatives for the future. For instance, participative methods and consultation during training courses could guarantee a more direct involvement of tenants and raise their interest.
- "Living together – celebrating together"
- Children growing up together – "social learning"
- One community – structures of living comfort like living in a village

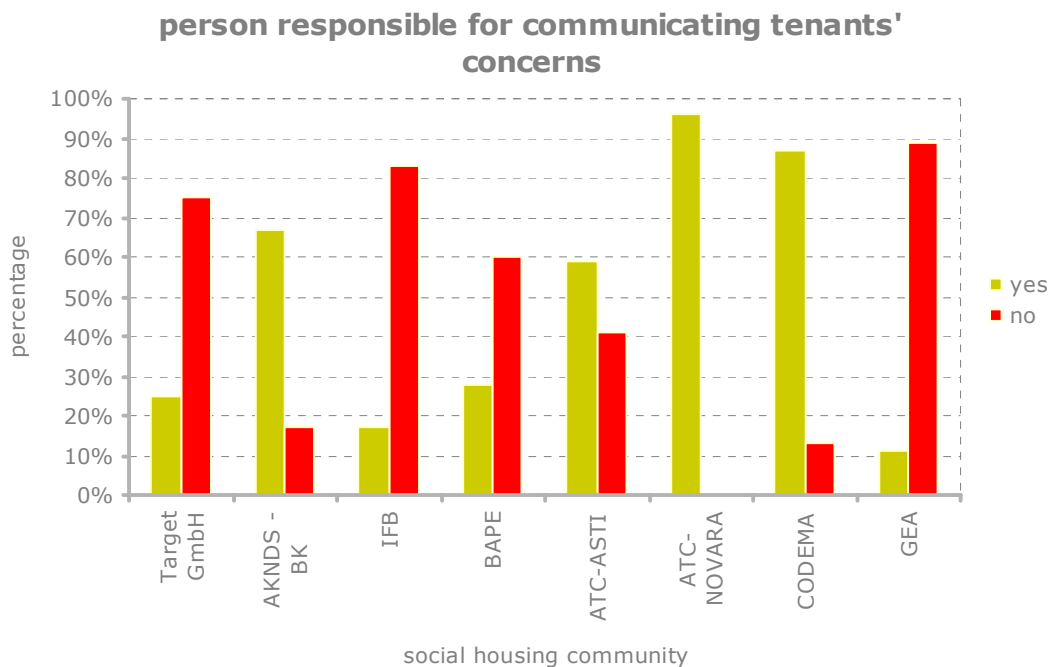
comments

- It is important that tenants associate with their neighbours. The problems in urban areas are anonymity and a lack of interest on your neighbour. But raising the feeling of community among tenants of one building many of the problems could be moderated:
 - general security (against housebreaking, violent crime)
 - isolation of elderly people or single persons
 - to watch flat during holidays
 - to look after children (together)
 - to keep the surroundings clean
 - to

12. bottom-up communication

The information gathered in relation to the presence (or not) of a person responsible for communicating/supporting any actions dwellers decide to take on, is rather confused. Indeed, this kind of a figure either misses or else, is weak: answers seem contradictory and one gets the impression that tenants are simply not very well informed on the matter.

However, ROSH being an innovative project, it inevitably requires the presence of such a figure. Tenants are the ultimate energy end-users and as such, represent an essential interest group. Being directly involved in the outcomes of the project, tenants work both as a guard and a resource of ideas inside the project. It is essential to ensure that correct information reaches tenants, and, above all, it is important that tenants express eventual problems, ideas, successes and add new input to the project.



main aims of the training and communication programme

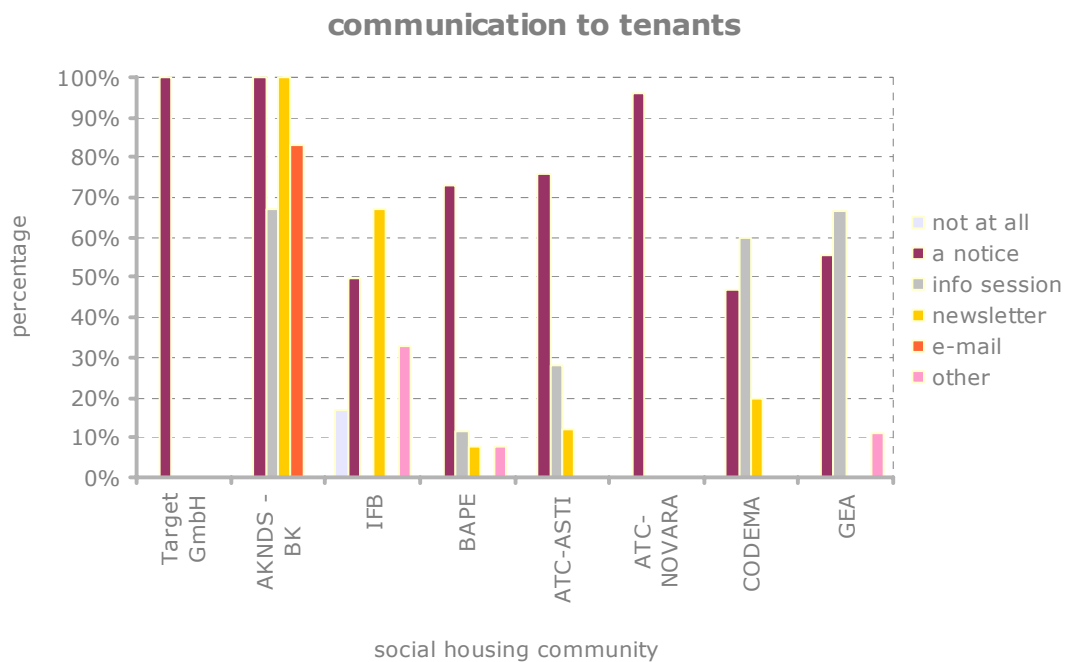
- The person who will be appointed the role of collecting and communicating tenants' needs and interests must be a motivated and committed person, interested in energy efficiency issues. He/She must pass on information to tenants and collect and refer tenants' needs and ideas to the housing organisation.
- It makes the work for the housing associations much easier, if there is only one contact person to the tenants.
- It is better to get integrated solutions, because one person has the overview (problem: often only the one who dares to claim gains attention... or one who claims a lack has not enough power or support by the other tenants to push his rights through)

comments

- It is very important to centralise tenants needs, wishes and ideas.

13. top-down communication

Active and close involvement of tenants in energy decisions is central to achieving an efficient use of energy and energy-saving. Thus, commitment towards sustainable energy must be first of all passed on to the tenants by the housing organisation. Good communication is essential and can act positively on tenants. How do housing organisations currently communicate with tenants? Putting out "a notice" seems to be the most popular, direct and effective way of communicating housing concerns to tenants. ROSH should keep and privilege this channel. Newsletters are also largely used. Some communities hold information sessions but this might be a risky channel, as tenants' participation might only be partial.



main aims of the training and communication programme

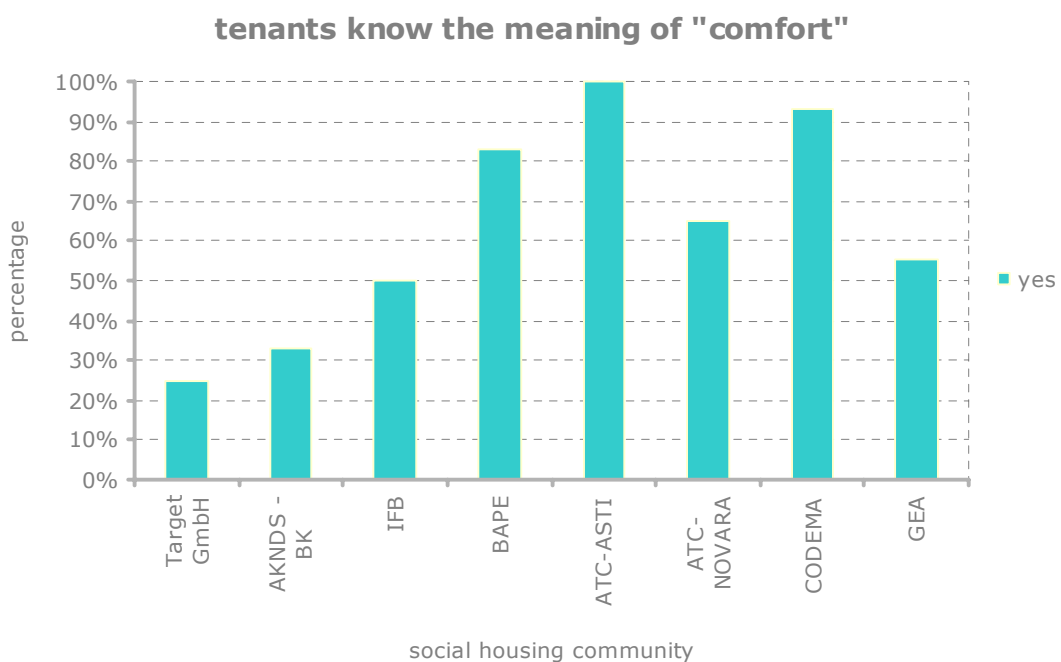
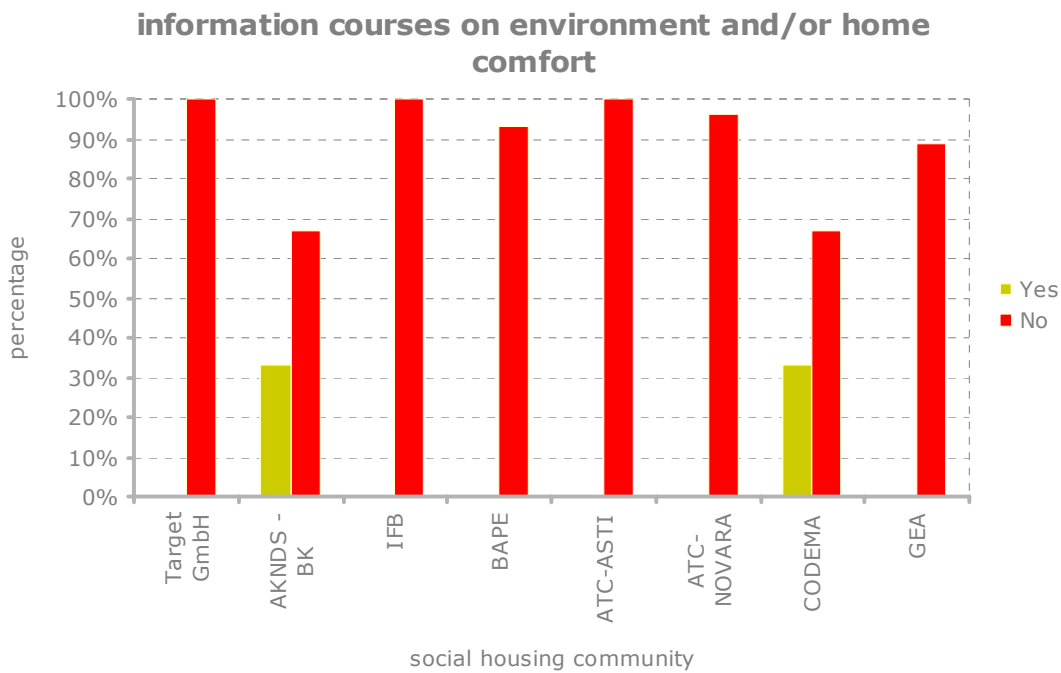
- Friendly, positive language, eye catching posters/notices, active lessons and awareness-raising activities.
- Everything that is promised has to be carried out (better to promise a half of the planned actions – but afterwards surely carried out).

comments

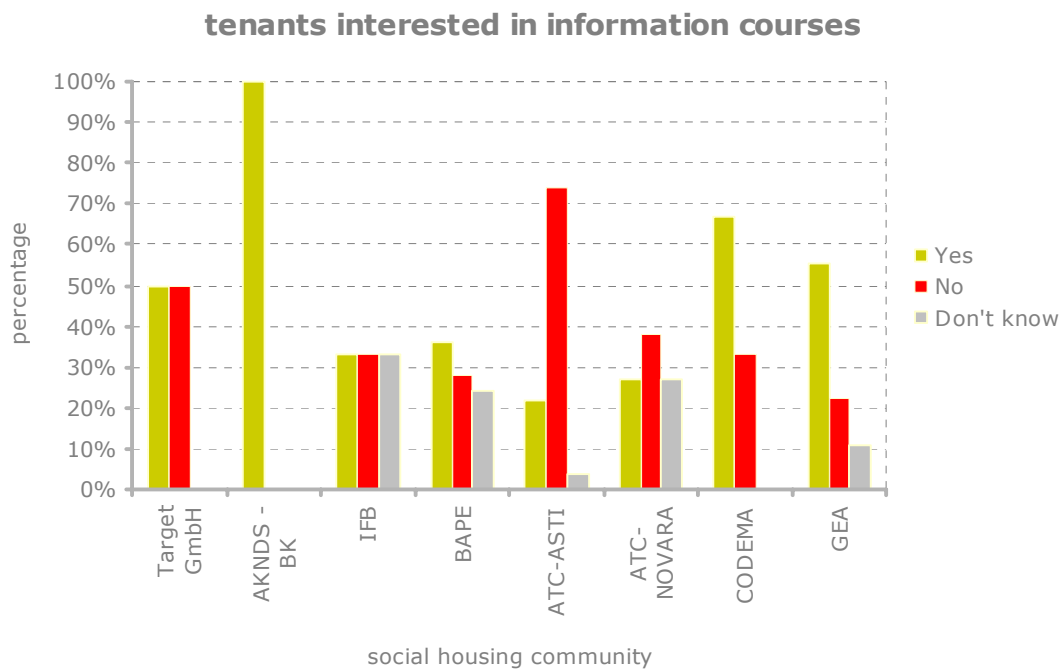
- It is important for housing associations to take tenants need seriously – if occupants recognize, that none of their needs are respected or carried out, they won't see sense to participate in the community.
- Communication with residents through a flyer that is distributed by the staff of the estate officer seems a good approach. Contact details for training providers on the leaflet but also contact details for the estate officer. It useful that tenants have someone who they are familiar with to contact.

14. information courses

In the past, no information courses on energy efficiency and home comfort have been held – except for AKNDS and CODEMA. And tenants' answers on whether they are interested in such courses seem to be rather mixed. As a matter of fact, many tenants declare that they do know the meaning of "comfort" related to housing. However, this statement might be deceiving, since the majority of them has never attended some courses or has been actively informed on such issues.



Often people find it hard to commit themselves towards initiatives which address the community and not the private sphere, as everybody seems to be always running out of time to manage even their private life – let alone their social life and leisure time. These points need to be taken into account when planning future training courses for tenants on energy efficiency and retrofitting measures. According to tenants (not many answered!), possible courses should be held in the evening and should last 1-2 hours. Some tenants indicated the weekend as more suitable.



Awareness and being motivated to change are essential in participatory interventions. Participation is based on the idea that people have the right to be involved in issues concerning them and awareness-raising and education can help stimulate active and informed involvement.

main aims of the training and communication programme

- "Comfort": provide useful, practical information of use in everyday life.
- Friendly, positive language, eye catching posters/notices, active lessons and awareness-raising activities.
- courses should be held in the evening and should last 1-2 hours. Some tenants indicated the weekend as more suitable
- Connecting courses with other initiatives ("coming together") – killing two birds with one stone (social event for community and information event to raise awareness)
- Arranging afterwards a common activity,....
- To implement incentives for potential energy reduce,....

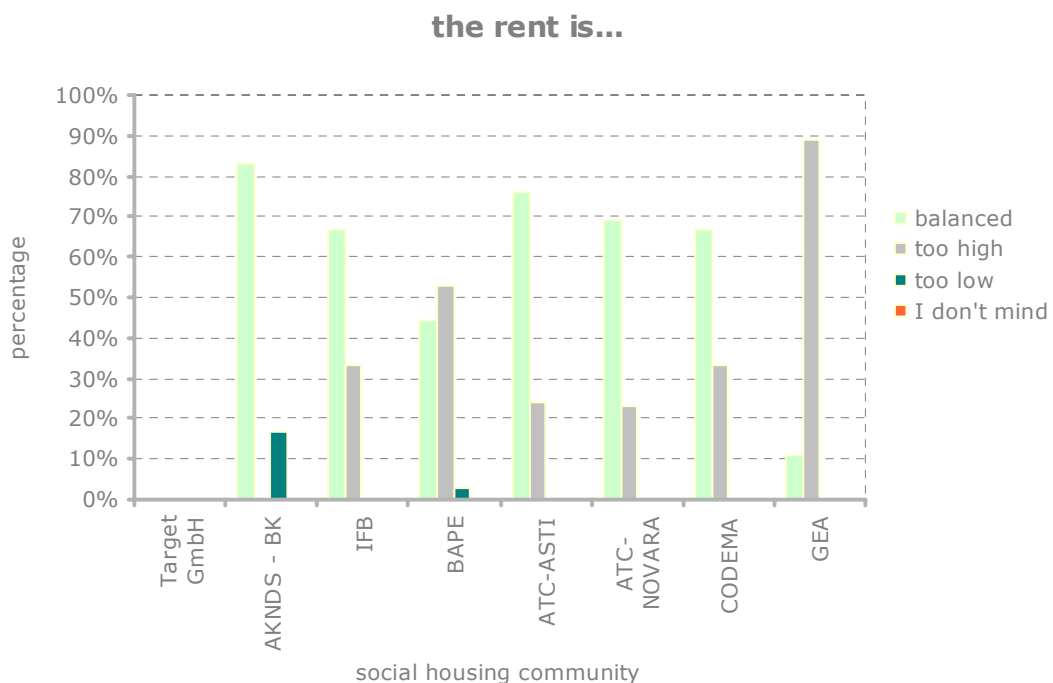
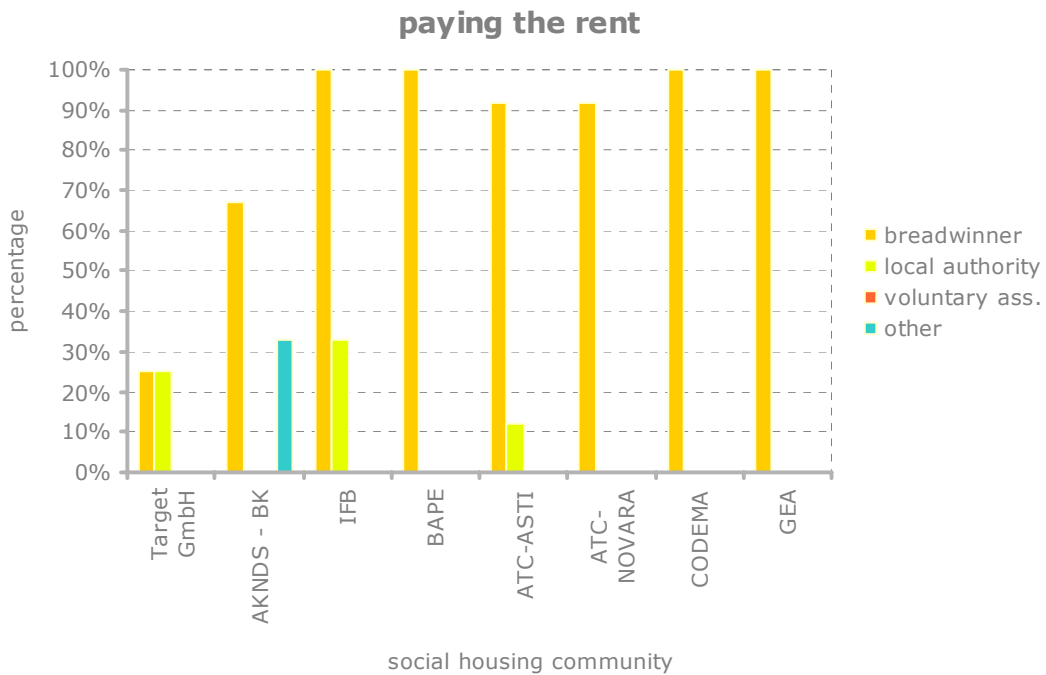
comments

- Epikur. "People are treating to get their selves enjoyed"
- Everybody (of the tenants) has enough to do all day long, so he must see advantages to take part in information events or trainings. Therefore a various field of measures could be considered. First the trainings could be combined with leisure or social activities – than it is easier that tenants will take part. Otherwise it should be a benefit to reduce water consume, or energy consume (who is possible to reduce consume at maximum – could gain an incentive, benefit,....)

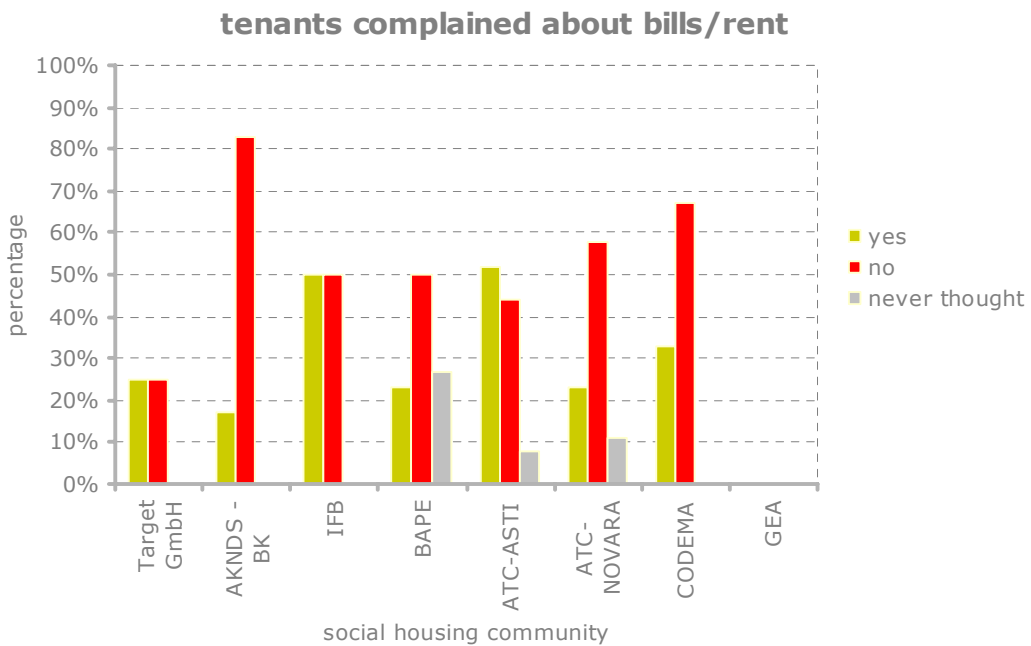
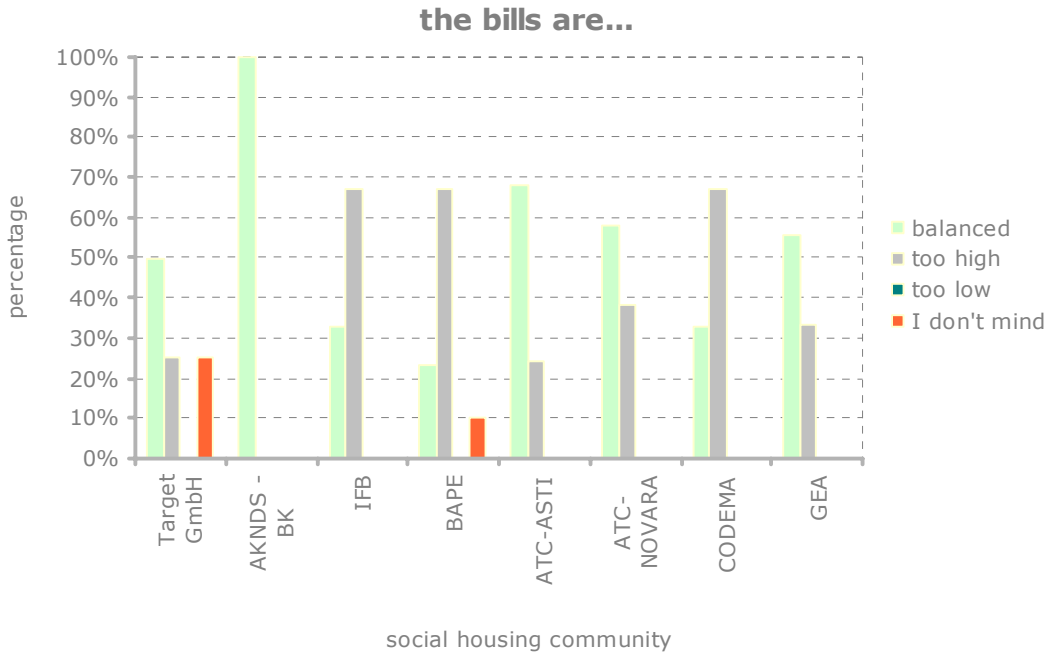
15. expenses

Usually it is the Breadwinner paying both the rent and bill. Only in some cases do local authorities support tenants' expenses.

Somehow, it seems that, overall, tenants feel that the rent they are paying is balanced, while bills are considered in many cases too high. Here, we need to understand whether bills are actually high and represent an additional cost for poor families. If the buildings are of low quality and dissipate energy, energy demands and costs will automatically be high. Bad thermal insulation and high energy costs can both lower the quality of life of tenants. In order to cover energy costs, families will have to save on other goods.

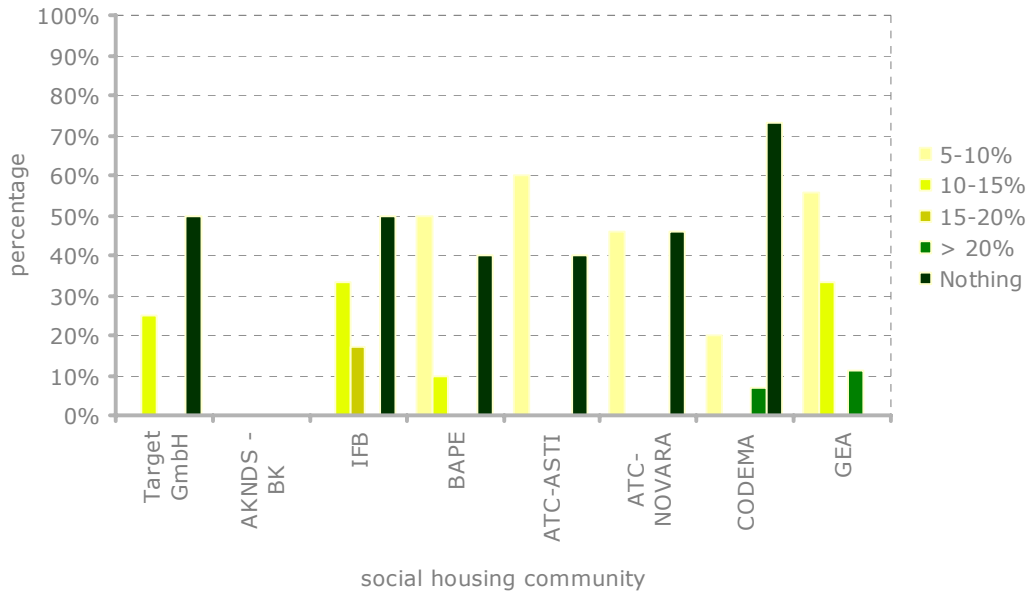


As a matter of fact, the majority of tenants in the end do not complain officially about these fixed charges. Only in Austria there is a strong feeling, that rents are too high, but the energy expenses are considered balanced. The opposite is represented in Italy and in Ireland, and partly in Germany.



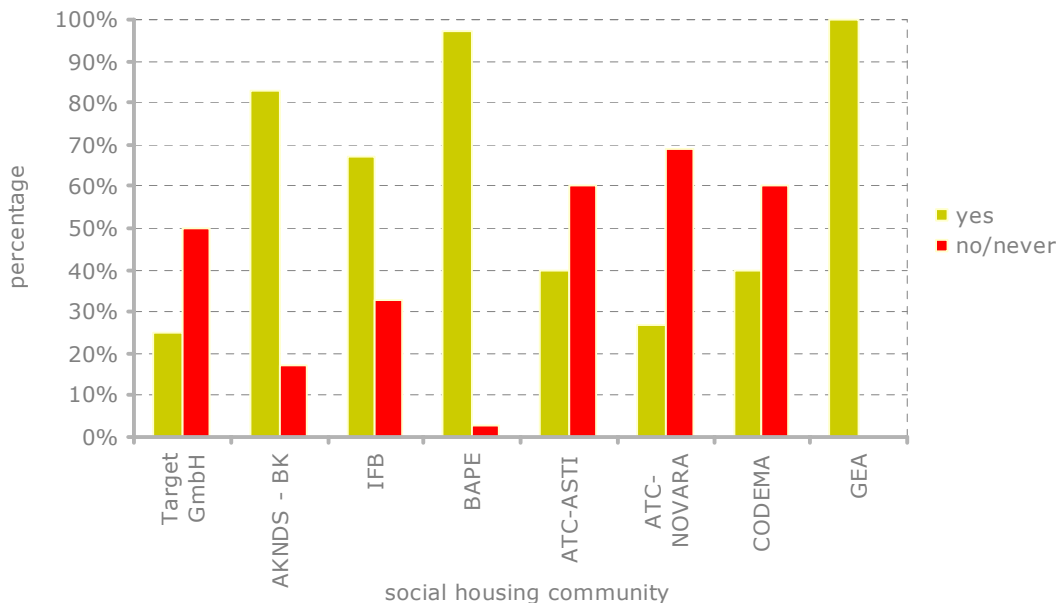
However, most of them are not willing to pay any extra money for refurbishment. Or else, they are willing to pay a minimum tribute (5-10%). Some rare case is willing to spend 10-15% additionally to his/her rent. Only in Austria there is a representative ready to spend more than 20% and none denying any investment possibility.

comfort: tenants willing to pay additionally to the rent



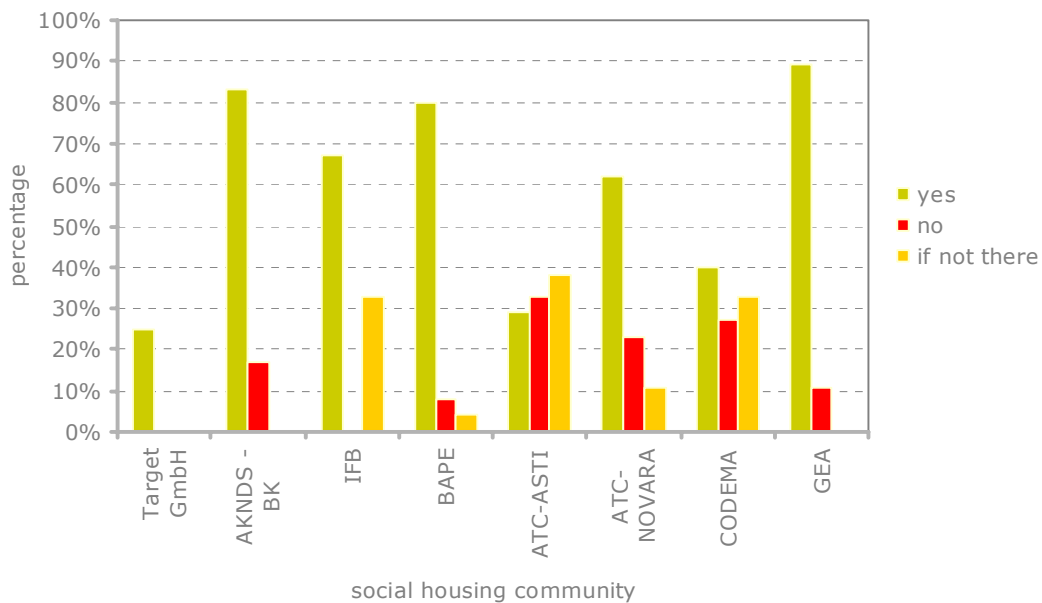
Many tenants have thought about improving autonomously their "home comfort". However, some tenants lack initiative. ATC Asti, ATC Novara and TARGET, which are all mainly of public property have in the majority of cases not thought about improving autonomously their flat. Thus, private owners might be more motivated. Austria register a very high initiative level through the tenants: 100% ov he interviewed persons is ready to do it by itself.

tenants thought of improving autonomously the flat



Most tenants would allow retrofitting measures, while living in their flat. However not all tenants agree. Some would not allow them at all, others only if not physically living in the flat during refurbishment. ROSH will have to take into account these findings. The training course should help involve tenants and raise their sensitivity towards the benefits and importance of carrying out retrofitting measures: in the long run, energy efficiency and retrofitting measures help reduce electricity and heating bills and contribute overall to a higher quality of life. This is the message that needs to be passed on to tenants through training courses.

allowing retrofitting measures



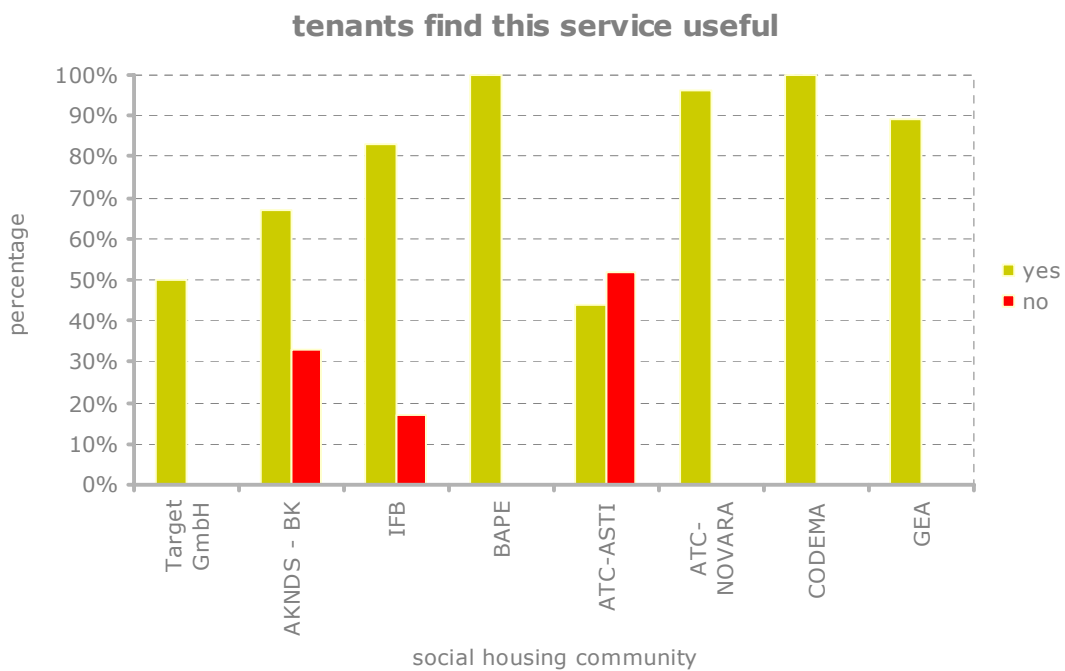
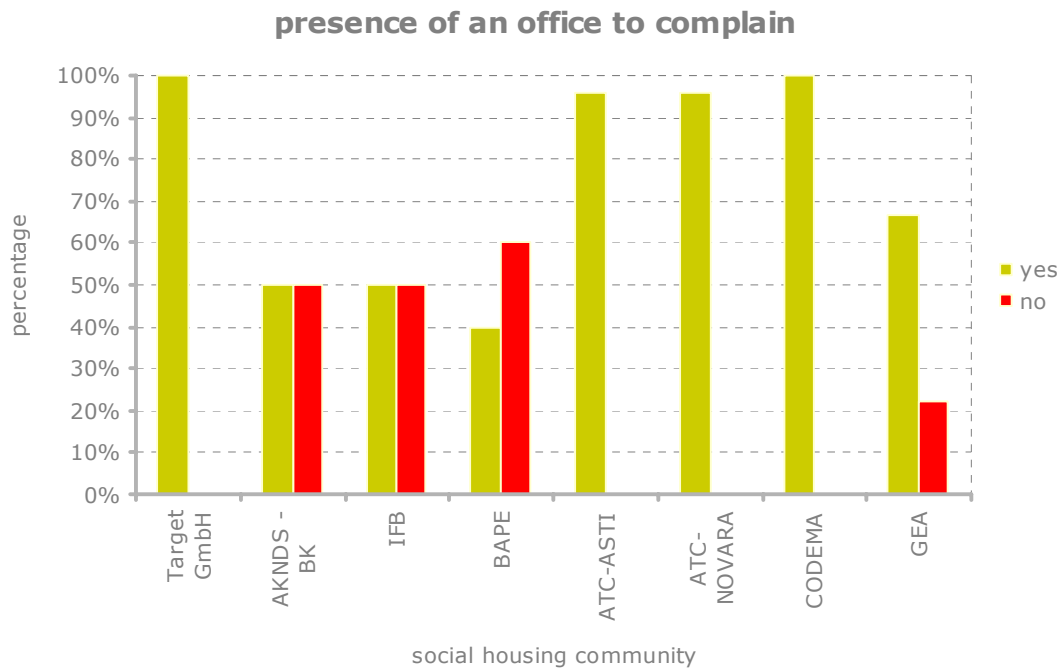
main aims of the training and communication programme

- Provide practical advice on energy supply market, how to read bills, tariffs and meters etc.
- Introduce tenants to retrofitting measures and provide good practice examples in refurbishment
- Develop retrofitting solutions in a participative way and promote collaborative actions
- Show tenants the dependence of bill reducing on implementation of retrofitting and tenant' energy - and water-saving behaviours
- Show tenants their enhanced living comfort after refurbishment (they get a "new" flat!)

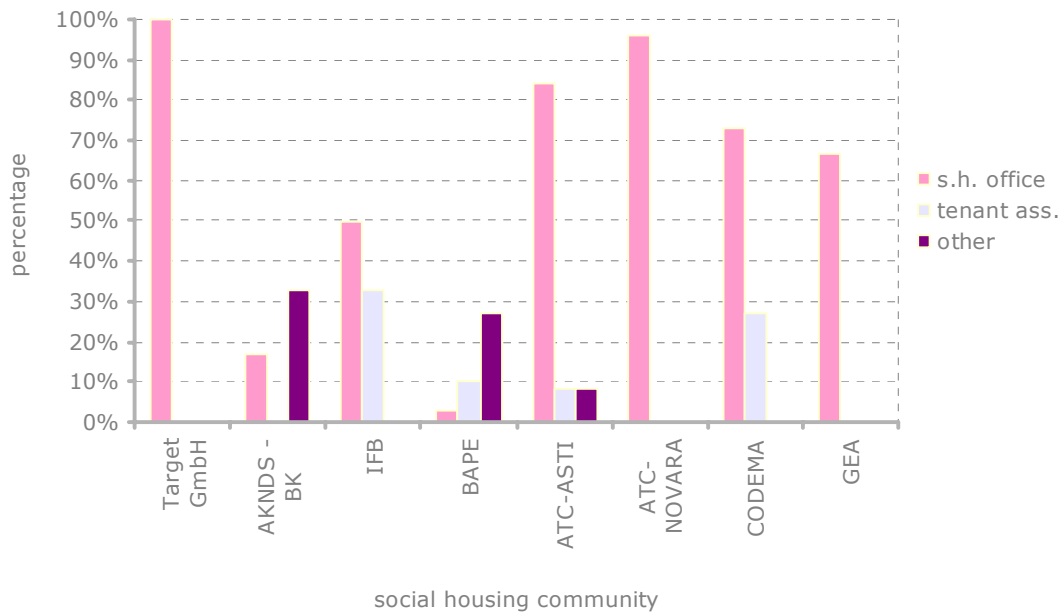
16. services

In all cases an office exists, where tenants can go and complain about housing concerns. Usually it seems to be managed by the social housing office. In some cases it is run by tenants' associations. From findings gathered, however, it is not always granted. However, the majority of tenants agrees on the fact that it is a useful service, which should be granted.

Consequently, in order to guarantee a smooth running of ROSH and its continuous improvement even in the future, a service were tenants can complain or propose ideas *must* be provided.



managing information and/or complains



main aims of the training and communication programme

- Use the training course as an opportunity to assess the quality of services provided and develop solutions for a smooth running
- Many problems and quarrels could be avoided by having a good mediator.

comments

- Reclamation management is a main part to avoid very long- time conflicts; therefore a detached mediator should be included. Either it is a neutral office supported by funding money, or integrated a bigger housing association constitutes an intern office of appeal.

